

# PRINTERS' INK



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NEW YORK, MARCH 28, 1935

10c A COPY



AN ANCIENT Chinese proverb says, "One picture is worth a thousand words." A modern American maxim says, "The public likes its news 'hot.'" It is because of these two truisms that news-reel "shots" have grown so popular. Entire movie programs — and theaters — are now given over to this form of pictorial reporting.

Fashion is "hot news" — and women want it flashed to them while the dew of newness is sparkling fresh on the design. So — we are advertising Stetson shoes to women, via the Stetson "shoes-reel" — just close-up pictures of well-dressed feet with copy that's no



longer than a movie subtitle.

Stetson, this year, are celebrating their fiftieth anniversary of fine shoe-making, and this staccato news-sense in their fashion advertising is indication of the forward motion of their business.

## N. W. AYER & SON, INC.

*Advertising Headquarters: WASHINGTON SQUARE, PHILADELPHIA*

NEW YORK • BOSTON • CHICAGO • SAN FRANCISCO • DETROIT  
LONDON • MONTREAL • BUENOS AIRES • SÃO PAULO



**Iowa—Now there's the land  
of opportunity! . . .**

... for advertisers. Plenty of buying power. And more than a quarter million Des Moines Register and Tribune circulation gives advertisers 40% coverage of all Iowa families. (At the lowest milline rate in Iowa.)

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# PRINTERS' INK

NEW YORK, MARCH 28, 1935

## This Week

IT would take more space than is available here to trace out, step by step, the connection between the **Federal Housing Act** and the manufacturers of chewing gum.

Yet connection there is; and it arises not necessarily from the fact that a gum-chewing carpenter chews more gum while he's carpentering than while he's at home, killing boredom by filing his saw.

The same economic connection touches a multitude of other industries—a fact of which a few of those other industries already are aware.

How may those industries turn the connection into dollars?

In this week's leader, James A. Moffett, merchandiser, officially the administrator of the FHA, tells how the initiative may be taken by publishers and advertising agencies.

From PRINTERS' INK's bureau in Washington, meanwhile, comes an account of how the FHA, itself, is proceeding with the task of selling housing to Americans. In the making is a process of "education" whose objective is to send field lieutenants into 900 cities; and the field lieutenants are to be instructed to "ask 'em to buy."

The embattled Copeland Bill comes out of committee, back to the Senate. It embodies new amendments, described in this issue. Further complications loom ahead. After passage by the Senate—if it is passed—the bill must cross to the House; and the House, not too friendly to the Department of Agriculture, looks with favor on the alternate measure called the

Mead bill—which has been changed in spots and re-introduced.

Speaking of honesty in advertising—which, up to this point, has taken no part in this discussion—the thought has struck Arthur H. Little that virtually everyone has been heard from except the advertising's creators. To copy men Mr. Little addressed five provocative questions. This week, under the heading, "**How Honest Is Advertising?**" the copy men's lively answers begin to appear.

Always an interesting advertising problem, the **invisible product** commands growing interest. This week, General Sales Manager Harold Knapp, of Celotex, tells how his company merchandises its product by teaching the consumer his need for heat-insulation.

**Intelligent space-buying** demands something more than glib information about circulations. It calls for analysis of the facts behind the figures. When buying space, counsels R. Davison, manager of the market-development division of New Jersey Zinc, look into such matters as the publication's editorial personality, its readability, its stature in its field.

Fashion stepped on the toe of patent leather; and the product might have gone into passive and embarrassed retirement. But retirement appealed not at all to the Seton Leather Company. Reporting the come-back under the title, "**Fighting Fickle Fashion**," Eldridge Peterson tells how aggres-

sive promotion has brought the shiny stuff back into favor.

\* \* \*

And now the **air-conditioners join forces**. Edward J. Hegarty, of Westinghouse, discloses the how and the why of a joint attack on the New York market. The strategy: one trade at a time.

\* \* \*

Inter-bureau confusion in Washington has brought no real and lasting benefit to the canners. **NRA grade-labeling**, which was expected—by Washington—to clear everything all up, has brought the canners nothing but confusion, out of which, gathering their wits, they issue a right pointed statement.

\* \* \*

Out of the evolution of distribution has come the phenomenon called the **co-op movement**. Yet the movement isn't new. Going back

to its beginnings, Meyer Parodneck traces the movement's growth in Europe—revealing, incidentally, that, through the International Co-operative Alliance, the idea now enrols more than 100,000,000 consumers.

\* \* \*

**"This Letter Yields 50%."** That's the title. Under the title is the letter, in full. Further comment here? Redundant!

\* \* \*

Some **dealer helps** really help. And some just gripe. A dealer-service manager who knows both kinds admonishes advertisers to eschew all putative helps even remotely likely to bring on dealer discomfort. And he suggests how.

\* \* \*

Advertising did the job for Crab Orchard whiskey. Advertising plus what? See **"Whiskey Acceptance."**

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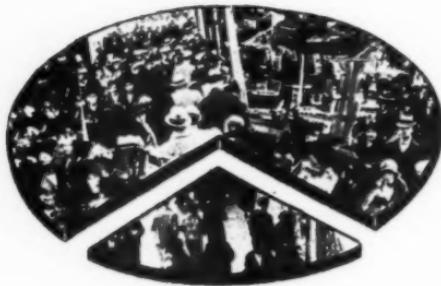


# COVERAGE

*...that Cuts Selling Costs*

The Journal Alone reaches

**70%**



for Only

**43%**

of the combined general rate of all three daily papers. The combined line rates of Milwaukee daily papers is 74c. For only 32c an agate line (38c on Sunday) The Journal provides the necessary coverage to do a complete selling job in Milwaukee.

of all Greater Milwaukee families reading any of the three Milwaukee newspapers, according to a survey by the American Appraisal Co. This readership includes 71% of all families in the wards and suburbs where the home rental average is \$40 a month or more—



**THE MILWAUKEE JOURNAL**  
 FIRST BY MERIT

NATIONAL REPRESENTATIVES . . . O'MARA & ORMSBEE, Inc.

NEW YORK

CHICAGO

DETROIT

LOS ANGELES

SAN FRANCISCO

# How Business Can Cash In on Housing Act

In this article, written by Mr. Moffett especially for **PRINTERS' INK**, there is some sterling counsel for those business organizations—not only in the building material lines—that have not yet visualized the sales-producing opportunities provided by the Federal Housing Act. There is, Mr. Moffett suggests, an enormous quantity of profitable business to be had. How shall it be obtained? The Moffett answer, short and to the point, is that the way to get it is to have something to sell and then follow the selling methods used in all well-ordered business establishments. Advertising, of course, has a prominent place. It is refreshing to read here that Mr. Moffett does not recommend any fearful and wonderful process that may have a magical effect in producing sales volume. He confines himself to the bald ABC fundamentals that, with variations to suit the individual requirements, are applied to selling problems in bad times as well as in good. The Housing Administrator's presentation is given added force by a news report from **PRINTERS' INK**'s Washington Bureau immediately following this article, showing that the FHA is adhering to its own advertising prescription and taking its own medicine.

By **James A. Moffett**

Federal Housing Administrator

I AM asked to indicate what opportunities are presented to publishers and advertising agencies in the provisions of the National Housing Act.

The question is easily answered.

One essential is, of course, that publishers and advertising agents know and thoroughly understand the Act. To utilize it to the full as a business-getter, they should read it, study it and familiarize themselves with all its provisions, bearing in mind always that this is not Government credit. It is credit from the hitherto frozen assets of individual financing agencies under a Government insurance against loss.

They will find its operation altogether practical, as is the case with most of the good laws. Under it they can get the best benefit to themselves, it seems to me, by picturing it under two broad heads.

First: Modernization, which means that the owner of a home, farm or business property may apply to any lending institution approved by us for a loan up to \$2,000 to modernize, repair, landscape or other-

wise improve his holdings. (As this is written, there is pending in the Senate an amendment to the Act, which would permit insurance of loans up to \$50,000 to owners of office buildings, factories, churches, hospitals, hotels, apartment houses, etc., for repairs, modernization, and replacements.)

Second: New Home Construction, which means that a man can finance the building of a new home by means of a mortgage insured by the Housing Administration, to be

# THE SHOW MUST GO



"... OPERATED ON STOP DIED TONIGHT"  
 Chalk-white beneath the make-up, the girl  
 sways. A rap at the door... "On in two  
 minutes, Miss." There's a roar of applause  
 as she dances on the stage, flashing that  
 brilliant smile...

• THE ORIGIN of "the show must go on" is lost in the history of the show business. As an intellectual proposition, it doesn't hold water. There is no compelling reason why an audience which has gathered solely for entertainment must always be entertained on schedule.

But people in the show business don't live by reason or logic. Like the millions outside, they are slow to be educated, quick to be moved. They—and the public—are "good troupers." They respond to ideas which make emotional contact with their basic loyalties, hopes and fears.

• THAT IS WHY effective journalism is emotional—effective reform is emotional—effective leadership of people in the mass, regardless of the direction in which they are led, is emotional.

*Effective advertising acknowledges debt to arts far older...*

Effective advertising finds a idea—a distinctive conception product in terms of human need gives it an emotional expression

Once found, the basic idea remains unchanged. There is no need for the sales force or the dealers to tell the public a new story. The agency's task then is to keep the idea alive and—to add the force of repetition to the original force.

The most important difference between agencies is in their basic ideas, and their ability to sell them and hang on to them. J. Walter Thompson Company has shown belief and ability to an extraordinary degree. That is a valid reason why this agency is large—why its men work, and keep working.

**J. WALTER THOMPSON COMPANY**

IS GO ON!

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paid off in equal monthly installments over a period of twenty years or less—a tremendous incentive to home building as compared with the old-fashioned short-term mortgage and its attendant worry of renewal and high costs.



Wide World Photo

James A. Moffett

Since a moment's thought will bring a realization of the enormous market centering in and around building activities, the above, I think, is sufficient indication of the field our Better Housing Program covers according to the provisions of the National Housing Act.

The natural and inevitable conclusion, therefore, is that property owners and prospective home owners are going to buy immense amounts of all the materials and articles used in building, equipping, furnishing and decorating homes and business properties. The only question that remains is: of whom will they buy?

They will buy from those who go out and sell them, chiefly through paid space and the printed word.

Under the Housing Act the property owner may spend the cash advanced him for the actual building-labor and materials and for anything else that is a permanent or built-in part of the property. For example, he can obtain up to

\$2,000 and spend it for a fire alarm system, plumbing, electric wiring or even linoleum which is attached to and thus made a built-in part of the house. He cannot spend any part of the sums advanced for such movables as curtains, a radio that is not built-in, a rug or a rocking chair.

Let me say here, however, that experience has already proved that the owner, once he is embarked on the business of fixing up his property, uses his own cash to buy such movables as are needed to make all parts of the home or shop harmonize in beauty and efficiency. There is practically no business that is not affected by the Better Housing Program. It affects the manufacturer of china, glassware, silverware, rugs, silks, curtains and coal. The leaders in the motion-picture industry and the manufacturers of chewing gum, as well as the manufacturers of shoes and pants, will tell you that it affects their business. The reason for this is the never-ending circle of more construction, more employment; more money in the pocket of labor, more money spent.

In brief, the Better Housing Program presents to the manufacturers and sellers of building materials and all other materials and articles used in furnishing homes and business properties such a tremendous potential market as industry has never enjoyed, in this or any other country, in all history.

By way of more specific indication of the market for building materials in new construction, the National Retail Lumber Dealers' Association has reported to me that it has the names of individuals wishing to build new homes totaling \$600,000,000, pending the formalities of financing. The manufacturers of, and dealers in, building materials are getting some of that business today. A few of them are getting it in large lots.

*They are getting it by advertising.*

As a matter of fact, many advertising agencies and many manufacturers have already been like

*(Continued on page 94)*



The Sun led all New York  
Evening Newspapers in  
**LIQUOR ADVERTISING**  
and in many other important  
classifications in 1934

The  Sun  
NEW YORK

# \$450,000 R. R. Campaign

Printers' Ink Office,  
Chicago.

(By Telegraph)

ARRANGEMENTS were completed this week for an important new step in the merchandising renaissance of the railroads—a \$450,000 advertising program selling the advantages of modern rail transportation, jointly sponsored by twenty-five transcontinental and Western railroads, designed primarily to increase Western passenger travel. The campaign will, however, be in the nature of a broad institutional job for railroads, since it will stress the whole rail travel idea.

Direction of the program has been delegated to a group known as the Railway Executives Advertising Committee. This is made up of H. W. Siddall, chairman of the Transcontinental Passenger Association; H. G. Taylor, chairman of the Western Association of Railway Executives; and E. H. McReynolds, assistant to the president of the Missouri Pacific System.

Newspapers, magazines and radio broadcasts will be used and the in-

auguration of the campaign is scheduled for April 15.

Tentative plans call for the use of all newspapers in Western cities of more than 20,000 population—some 250 papers altogether. There will also be advertisements in some thirty leading Eastern newspapers in selected metropolitan markets. Magazine copy will appear in four national weeklies and spot radio programs are planned for a large number of stations west of the Mississippi.

The advertising appeal will be pointed especially to the younger generation of prospective rail users, some twenty millions of whom have become of age during a period of aggressive promotion by competitive transportation agencies. The travel comfort to be derived from air conditioning and other features of modern rail equipment will be prominently featured, along with speeded up schedules and the rails' impressive safety record.

Reincke-Ellis-Younggreen & Finn, Inc., Chicago advertising agency, has been appointed to handle the program.



## Fights Advertising Ban

IS a dentist who is literate enough to write an advertisement likely to be a quack?

In the opinion of many of advertising's proponents and practitioners, literacy is not always a complement of shady professional practice. At least, not always.

By that line of reasoning, the Advertising Federation of America this week formally announces its opposition to a bill introduced in the legislature of Iowa to prohibit dentists from advertising. The Federation's announcement backs up a fight being waged by the Des Moines Advertising Club.

In part, the Federation says:

"There is no relation between advertising and professional fit-

ness. Any prohibition of advertising by any business or profession is not only an unwarranted suppression of the right of free expression, but is also an unsound restriction upon an honest and legitimate business process. Advertising is essentially a vehicle for conveying information from the seller or service to the public. The public is entitled to receive this information, provided only that such information is truthful and decent."

"The Advertising Federation of America urges that the passage of House File No. 203 in its present form be opposed with all vigor, or that the provisions that prohibit advertising be deleted before it is passed."

More New York City women paying over \$5 for their hats are reached in their homes by The New York Times than by any other newspaper.—Polk Consumer Census.



**KNOX** crowns women with the newest flattening felts and straws. To reach style-buying feminine customers, the Knox retail shops in New York used more advertising last year in The New York Times than in all other newspapers.

**The New York Times**

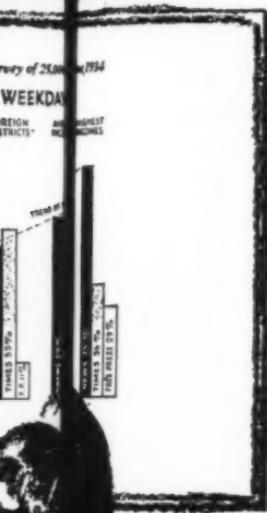
NET PAID SALE AVERAGES

460,000 WEEKDAYS: 740,000 SUNDAYS

# *"I don't like pipe oats but there's a pure*



*parts...*  
*pure!"*



No wonder it's convincing. It tells the whole story of profitable coverage of the great Fourth Market in America—in five lines! Pungent as an epigram. The higher the income level of a neighborhood, the denser is *The News* circulation! We have always known this is so. *But we have now proved it again by a new survey of 25,000 Detroit homes.* *The Detroit News* fully taps the buying power of Detroit; 76% of its circulation is home-delivered by exclusive *Detroit News* carriers; 95% of this circulation goes into individual homes and apartments.



*In the Detroit Trading Area, illustrated above, where 47% of the people of Michigan and 60% of its wealth is located. NEWS circulation is highest where income is highest; lowest where income is lowest. Here also THE NEWS has the largest circulation of any Detroit newspaper with 95% of its weekday and 85% of its Sunday circulation concentrated.*

## The Detroit News

THE HOME NEWSPAPER

New York Representative I. A. KLEIN, Inc.  
Chicago Representative J. E. LUTZ

*In 1801—Thomas Jefferson was President. Tripoli wanted to fight. John Marshall headed Supreme Court. Bobbed hair came in style among American males. Sixteen states comprised the Union\*\*\* These newspapers began serving the readers of Worcester, Massachusetts.*

## CENTURY-OLD HABIT



For more than a century the people of Worcester and vicinity have depended on these newspapers for the news of the world and the news of the stores. Few newspapers anywhere have so long a record of service. Few are so deeply rooted in local soil. Few have earned so great an influence among all classes of readers.

Through these newspapers alone advertisers may effectively cultivate the entire Worcester Market, city and suburban (population 433,000 within average 18-mile radius).

TOTAL AVERAGE NET PAID DAILY CIRCULATION  
**MORE THAN 100,000 FOR OVER 7 YEARS**

## THE TELEGRAM-GAZETTE

Worcester, Massachusetts

GEORGE F. BOOTH, Publisher

PAUL BLOCK AND ASSOCIATES - - National Representatives  
 New York Boston Chicago Detroit Philadelphia San Francisco Los Angeles

# How Honest Is Advertising?

Its Authors Should Know; and Here, Then, Is Story of Copy's Conduct, as Seen by Copy Men

Opinions Assembled by  
Arthur H. Little

YOUR master of ceremonies will now proceed to uncover something that, in spots, will resemble a hornets' nest.

But first, a preamble.

Amid all this argument about honesty—or the lack of it—in advertising, amid the welter of accusation, defense, and recrimination, amid the thunderings and the echoes from committee rooms in Washington where legislators, advertisers, consumers and cranks have sought to build a legal fence to hold advertising within the bounds of rectitude—amid all this racket, I have formed the impression that one highly important factor has been overlooked.

That factor is intent.

Unless my law is askew, without intent, without motive, without malice, without wicked disregard for the rights or the welfare of an individual or a number of individuals, there can be no crime. And if there has been no crime and if no crime is contemplated, then Congress, having disposed of work relief, war profits, the bonus, old-age pensions, and Huey Long—having disposed of these matters, Congress could go on back home.

And that, of course, would be grand.

Unfortunately, the solution is not so simple. With or without benefit of legislation—and legislation to regulate the advertising of foods, drugs and cosmetics is inevitable—it will be well if everyone is able to see, more clearly, what actually is afoot.

Not even its most ardent defenders longer deny that, here and there, advertising trifles with the truth; and, stoutly as they may

contend that the outright liars aggregate only a minority, even these proponents must concede that the minority is raucous enough to be heard by the public and superficially impressive enough to be emulated—particularly in competitive situations—by advertisers who otherwise would not be tempted into big-scale burglary.

*"If he didn't do it, I wouldn't."*

Well, who is to blame? Whence comes the initiative? It would seem that, if we can get at the standards behind advertising, if, over a rather extensive range, we can examine the behind-the-lines purposes of representative advertisers, we may be able to determine how black and how widespread is the villainy that threatens to scuttle the ship, or, to shift the locale, how snow-white is the innocence that floods the scene with light and inundates it with purity and sweetness. We need to be ready for anything.

## Seeking a Dependable Fact or Two

Proceeding thus, we need not hope to find the whole answer. But at least we shall make visible some contribution to the fund of knowledge on this subject; and, in these premises, a dependable fact or two, or a handful of opinions not too heavily biased by covert interest, might emerge as bright and shining novelties.

And who might testify? Who might know just what the advertisers are up to? Do they intend to mislead, to exaggerate, to misrepresent, to over-claim? Who might answer?

I picked the copy man in the

agency; and I picked him for the following reasons:

1. Much as this news may surprise certain complacent clients, the copy man is impersonal. Inside, he's as detached and objective and judicial as the professional friends of the consumer pretend to be—and much better informed. He reads. He gets around. He sees, and compares. He comes to know values—values, not merely in the gadgets and widgets about which he writes blocks of copy, but also in such intangibles as integrity and good taste, about which he seldom writes at all, but about which, as their relative absence is shadowed forth in current advertising, he expresses himself privately and profanely.

2. The copy man knows, not just one account, but many accounts. If I could induce him to talk, I should be able to bring into our vision a sweeping segment of business policy.

### 3. The copy man is literate.

Before copy men—copy writers and copy chiefs—in advertising agencies in an assortment of cities, I laid the following five questions:

1. In your contacts with clients, do you find indications of an intention, or of a willingness, to sacrifice the truth, or to gloss it, to the end that the sales appeal may be strengthened?

2. Are you conscious of a pressure, exerted upon you from without, to over-write, or to approve over-writing, to the end that the copy will sound more impressive and be more convincing and more persuasive?

3. Have you found it necessary to counsel against copy that, on the score of representation of a product and its virtues, you have considered "too strong"?

4. From your experience, does it seem that restraint is often necessary, or often imposed? Do you find that your own, personal Pegasus inclines, occasionally, to get out of hand?

5. Do you believe that a copy writer may invoke the principles of

rhetoric, and do so with full justice to his subject and to his audience, without laying himself open to the charge that he has resorted to anti-social trickery?

I think it obvious that I gave my questionees plenty of room—room enough to swing a cat—room enough, even, to swing and throw a dead one.

The copy men answered. Their answers don't agree. But they're provocative. They're searching. They're lively. In fact, some of them sting. But we're after truth. With a word of warning, then, to get your guard up, but also with a word of assurance that not all of them hit as hard as the first one, I lift the lid, and out buzzes this, from a—

### COPY CHIEF

To answer your questions frankly and honestly, we copy writers are very definitely under pressure at *all* times to exaggerate, to over-write, and—why kid ourselves?—to lie like hell!

Naturally, no one stands over us and asks us to write lies. No one NEEDS to. Old Man Economic Determinism takes care of that. Every copy writer is engaged in a tough battle every day to hold his job. And he stands or falls on whether his copy sells merchandise or not. So, obviously, he isn't concerned with such abstractions as ethics and honesty. He's just a poor human with a wife and kids to support, and responsibilities to meet.

He is very much concerned with achieving BELIEVABILITY in his work because its sales effectiveness depends upon its being believed.

I have worked with scores of leading advertisers, and in all the countless meetings that I have suffered through, in which copy was torn apart, I can recall but one client who ever raised the question of honesty. And this one gentleman stands out in my mind as the most colossal fraud and hypocrite whom I've ever written copy for.

All our sweating—and all of our battles and debates among ourselves and with our clients, are aimed at just one objective—making the readers believe our copy claims. If a specious argument will best serve

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to convince, we'll use it. If an honest argument is the most effective weapon we'll use it, with equal readiness.

Sometimes we are given products to write about which can be sold most effectively by honest claims. But such cases are by no means in the majority.

As a class, we are utterly *un*-moral—no more nor less so than all business men who have wares to sell. Our jobs are comparable to that of the criminal lawyer. What lawyer cares a hoot about the innocence or guilt of his clients? His job and his reputation and income depend upon securing acquittals. Our incomes depend upon securing sales increases. If we can secure them for a *mediocre* product it is a more impressive performance and evidence of our skill than scoring a success with a meritorious product, and the rewards are greater.

These remarks will no doubt arouse the ire of all the pious stuffed shirts and professional mouthpieces of the advertising business, but I'm getting them off my chest because I'm thoroughly fed up with all the hooey of these gentlemen.

The less we inflate ourselves with pretensions of virtue—and the less broadcasting we do about the nobility of our profession—the better off we'll be. No one so far as I know has ever elected the advertising profession to save humanity. We are mere hawkers of wares, and since when in the world's history have hawkers been any more honorable than we are?

That by way of warming up.

Our next witness, unwillingly placed in the position of "defending" advertising, pays his respects to the "smart young men" who reap fat royalties by attacking something. Then he proceeds to lay down some advertising fundamentals. He is—

J. H. S. ELLIS

*Copy Chief, Erwin, Wasey & Co., Inc.*

Your first and most astounding question puts us rather unfairly on the defensive. It provides a grand opportunity for unscrupulous critics of advertising to say, "COPY WRITERS DENY THAT CLIENTS ARE DISHONEST,"

with an excellent implication that there must have been some fire back of the smoke.

It seems to me that advertising men have already played into the hands of their critics rather foolishly, by ignoring one obvious fact: a large share of the criticism comes from smart young men who realize that it is easier to gain the spotlight and make fat royalties on books by attacking something than it is by praising it.

One man who beats his wife is bigger news than a thousand men who do not. So the critics of advertising fail to give any credit to the thousands of honorable and conscientious advertisers, and concentrate on the few exceptions they have managed to dig up.

Now for an answer to your first question:

*Looking back over eighteen crowded years of advertising writing, I cannot recall a single instance in which an advertiser has asked me to be dishonest—or to distort the truth for the purpose of making an advertisement "stronger."*

This may be due in part to the fact that the agencies with which I have worked did not attract this kind of client, although I doubt that this could completely explain the fact, since my experience covers the clients of four different agencies in three different cities.

On the other hand, I've found the great majority of advertisers cautious to the point where they toned down the selling power of copy, even though it was based on facts.

You ask also, whether, in directing the work of others, it is necessary to "hold them down." Again, the answer is a negative. The real job is to get people to make their facts as effective as they honestly should be.

Dictionarys and encyclopedias reveal the truth, but they seldom sell anything.

The mere fact that an advertisement is true is no justification for publishing it.

The only valid excuse for spending good money to print an advertisement is to make more sales than you would otherwise secure, and make them in such a way that

the public will be satisfied with the product, find your claims for it correct, and buy it again and again. Truth is simply one of several specifications.

On the other hand, considering all the hub-bub that has been raised about advertising, we have as a part of our selling job, a very definite obligation to *make the truth believable*. It does no good to tell people that an automobile is comfortable, because automobile advertising for the last twenty or twenty-five years has been studded with the word "comfortable." We have to find some way of *evidencing* the fact that a car is comfortable, interpreting the truth in some new way, which will register on the reader's mind that we mean what we say.

I cite automobile advertising, for it has probably been more consistently of the dull, rubber-stamp variety, than the advertising of products which could trace a direct connection between advertising and sales. But the same comment applies to a large portion of other advertising, in which the man who writes the advertising, and the man who pays for it, are willing to slide along with the conventional phrases, dull but honest, containing no real reason or thought to justify the people who turn the pages of magazines or newspapers in reading them.

You ask whether copy writers have a right to use the arts of rhetoric to make their stories more persuasive.

They have not only a right, but a duty, for somebody is paying good money to publish what they produce—and the earnings of businesses, stockholders' dividends, and the jobs of the people who work in the shops where the products are built all depend, in some measure, upon the way the writer does this job.

I am sure the self-appointed purifiers of advertising would disagree with both of these statements. They start upon the assumption that advertising is an economic waste, and they look with suspicion upon any effort to make advertising effective.

But you will note that they seldom select dull campaigns for criticism.

They pick on those which are conspicuously interesting and resultful, and ride upon the rather popular assumption in recent years that there's something dishonest about success.

They have a sneaking idea that anything which gives pleasure is probably sinful.

If such a tenet is granted, all life, and nature itself can be called dishonest.

The blush on an apple makes it more attractive. That is nature's little deception to get you to pick the apple, eat it and thus spread the seeds.

The fragrance of a flower makes it more attractive, and the nectar draws the bees.

The redness of pretty lips and the softness of a cheek help to promote matrimony, and, I might ask, where would we be without it?

If we reduce life to nothing but stark reality, it becomes nothing but a progressive disintegration of bodily cells, from the cradle to the grave.

If we rob it of its fancies, and strip it of its imagination, beginning with Santa Claus and ending with Heaven, who would have the courage to live it?

I think the answer is, that any infant in its right senses would willingly end everything as soon as it grew old enough to hoist the hemlock.

Client or agency—between them lies the responsibility for copy's creation. Of course, the relationship is complex; but principles always are simple. We hear next from an agency executive who simplifies them with a wallop. He opens mildly and closes with a punch. I give you—

JEROME B. GRAY

*Of Jerome B. Gray & Co.*

An experience of twelve years in the writing and editing of advertising copy, and in directing others to write it, will not allow me to paint too broad a canvas of the advertiser as an inherently honest individual. On the other hand, that same experience will not allow me to picture him as inherently dishonest. Honest intent has ad-

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FACTS SAY: NOW IS THE  
TIME TO SELL THE  
INDIANAPOLIS RADIUS



## Pick Markets and Media of Proved Productivity

The Indianapolis Radius has been a "white area" on all business condition maps for more than a year. Month after month, its retail sales continue to mount.

If you are not selling your products in this "bright-spot" market, get in it NOW. Place your advertising in the *one* newspaper which has proved its ability to sell the Indianapolis Radius profitably and economically . . . ALONE. Today, The News is being read by more people than have *ever* read it or any other daily newspaper published in Indiana. Their response to it is habitual!

## *The Indianapolis News*

SELLS THE INDIANAPOLIS RADIUS

New York: Dan A. Carroll, 110 E. 42nd St.

Chicago: J. E. Lutz, 180 N. Mich. Ave.

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**• POPULAR FALLACIES**


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# “Cut Out the Reduce Your Prices”

DO the people who make this remark . . . and you hear it often . . . actually believe what it implies? If so, they believe that the volume of any product sold, the cost of selling it, and the profit return will be just the same *without* advertising as with it.

Let's see how that assumption works out with one of the most useful and popular of all products—electric refrigerators.

Advertising sold the idea of mechanical refrigeration—its convenience, its economy, its food preservation superiorities. It is doubtful that very many electric refrigerators would have been sold without this educa-

tional influence, this trail-blazing.

In 1922, there were *two* national advertisers in the electric refrigeration business. That year, 18,000 refrigerators were sold for approximately \$8,555,000—an average price of \$475 per refrigerator.

In 1933 . . . eleven years later . . . there were *nine* national advertisers in the electric refrigeration business, and in that year 1,080,000 refrigerators were sold for approximately \$183,600,000—an average price of \$170 per refrigerator.

Here you see that the manufacturers who believed in the power of national advertising to build business have had their national advertising—and, at the same time, those who contend for lower prices have their way, also!



# NATION'S

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## OF ADVERTISING N° 9 •

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AS an advertising man you resent unfair attacks upon the integrity of your profession. You appreciate a defense like this spread before 260,000 fellow business men, your clients. Every business suffers likewise from fallacious thinking—

coal, ice, banks, railroads, wholesalers. They likewise esteem a stout defender. For 20 years NATION'S BUSINESS has fought popular fallacies of every business. That is one reason why it holds the loyalty of its readers.

**S BUSINESS**  
CIRCULATION



THE UNITED STATES CHAMBER OF COMMERCE

Mar. 28, 1935

GIVE YOU COVERAGE WITHOUT COMPETITION FROM DAWN TO DUSK •



by SCHENLEY Distilleries • which circulate millions in payrolls

The combined whiskey in Kentucky distilling industry in Louisville pours millions of dollars monthly into the pockets of salary and wage earners. And when millions the Nation over pour mellow, friendly drinks from favorite brands bearing the SCHENLEY Seal each day and evening, the buying power of sumption increases the That is why Louisville and Kentucky is a marvelously responsive market for your advertised merchandise.

Kentuckians know liquors of quality, and so they drink the famous Kentucky SCHENLEY Brands. Likewise, SCHENLEY Distilleries use the two Kentucky newspapers which dominate the Kentucky market at a lower-per-line-rate-cost—The Courier-Journal and The Louisville Times. They reach all of the worthwhile consumers in Kentucky.

When you order whiskey, you'll know that it has quality if it bears the word Kentucky, and when buying space, remember:

• when the dawn is on the Bluegrass The Courier-Journal is favorite at the breakfast tables  
 • And The Louisville Times completes the coverage at Sundown.

Represented Nationally By the Branham Co.

COURIER-JOURNAL + LOUISVILLE TIMES

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mittedly been apparent in most of my contacts with clients, but a willingness to sacrifice the truth has not been cleverly enough concealed during other contacts to enable me wholeheartedly to bless the entire fraternity.

Perhaps I am not generous. Perhaps I should ignore the specific instances of willing dishonesty and, in one sweeping and perhaps magnificent gesture, shout: "Off with the heads of those who dare to imply dishonest intent among advertisers!" I can't do this. I'm not put together this way. Instead, I say: "Off with the heads of those who are dishonest!"

An outright sacrifice of the truth has certainly been far more rare in my experience than a deliberate exaggeration of the truth—or, as you so tolerantly phrase it, "over-writing to the end that copy will sound more impressive and be more convincing and more persuasive." Perhaps I am peculiarly unphilosophic, but I have always believed that the truth sacrificed and the truth exaggerated could both be spelled with the same three letters: *l-i-e!* On the other hand I cheerfully admit that I had rather keep company with a clever raconteur than with an unmitigated liar.

"Over-writing" is undoubtedly difficult to elude. Either the copy writer succumbs to it with perfectly sincere convictions that it is the unchallengeable truth, or the client insists upon it with equally sincere convictions. The writer is a victim of his own enthusiasm; the client is a victim of his own sales egotism. The attitude of each is understandable and defensible. Unfortunately, the published copy is simply ludicrous from the public's point of view.

Understandable or defensible, I still hold to the belief that "over-writing" has had as much to do with the public's incredulous attitude toward advertising as any other cause, including outright lies! That is why I have consistently preached *restraint* in copy writing. That is why I have consistently asked our clients for the negative sides of their product stories. That is why I have frequently counseled against

copy that I have considered "too strong."

How successful have I been in curbing "over-writing"? How successful have I been in selling restraint? My answers convince me that I am the world's worst salesman. I can sell my own staff the advantages of understatement and unexaggerated truth, but when I attempt to direct the blue pencil of an over-zealous client, I have my knuckles rapped.

Advertising copy, in the main, is bad. The skies will fall upon me for that statement, but I make it just the same. *It is bad because too much of it is written to earn the approval of the client and too little to earn the action of the public!*

As advertisers grow in years, do they grow in wisdom? Our next observer, well and favorably known to PRINTERS' INK readers, advances two shrewd observations. He is—

MARSH K. POWERS  
(*Old Man Specific*)

In my own experience as a copy writer, pressure for overstatement has been virtually limited to novice advertisers. As individual advertisers grow more experienced the usual tendency, as I have seen it, is almost invariably toward conservatism and fewer superlatives—in fact, critics of advertising would unquestionably find the copy cautiousness of many advertisers hard to believe.

I believe, however, that there is another line of cleavage between the ranks of advertising's exaggerators and those who practice restraint. Advertisers of low-unit-price merchandise, particularly of articles in the "whim" classification, are more desirous of high-pressure copy than those whose products call for a greater initial investment.

To this generalization, the only notable exception that I can think of is the automobile industry.

At this point, without any attempt at summation, we take a recess. Next week, the testimony will go on—testimony from such sources as the Frank Presbrey Company, Churchill-Hall, the Al Paul

Lefton Company, and Cramer-Krasselt. And there will be others.

We shall hear from one who will develop this thought:

"Those people who are criticizing what you call the eloquence of advertising don't understand human nature. Consumers' Research and groups of that type, although their intent may be good (which, in some cases, I doubt) are hampered

by the lack of a sense of humor and an understanding of human nature. What they don't understand is that nearly every product embodies values that transcend the intrinsic."

Next week's session ought to be as interesting as this one has been. In fact, I, who know what it will bring forth, assure you that it will be.

## Stern Defiance

JEROME B. GRAY & Co.  
Advertising  
NEW YORK

*Editor of PRINTERS' INK:*

You do have a leg to stand on. The gesture referred to by "Faithful Subscriber" can be found in

\* "The Offending Thumb," PRINTERS' INK, March 21, 1935, page 12.

any good book of Indian sign language where it is decently interpreted to mean "stern defiance." The fact that this means has been polluted by common use, is a question that hinges on the cleanliness of mind of the particular individual who chooses to interpret it.

R. W. GRAHAM.

Made Vice-President,  
McJunkin Agency

Harry V. Davis, for a number of years with the George S. May organization, industrial management, is now vice-president of the McJunkin Advertising Company, Chicago. He was formerly with Henri, Hurst & McDonald, Inc., and the Mitchell-Faust Advertising Company.

Leica Camera Account to  
Calkins & Holden

E. Leitz, Inc., New York, has appointed Calkins & Holden, Inc., New York agency, to handle advertising for Leica cameras, microscopes and camera accessories.

Advanced by Chicago "Times"

James A. Griffin has been appointed assistant to the publisher, S. E. Thompson, of the Chicago *Daily Times*. Mr. Griffin has been a member of the advertising staff and prior to that was with the Tampa *Tribune*.

Gets Angostura-Wuppermann

The advertising account of the Angostura-Wuppermann Corporation, New York, Angostura Bitters, has been placed with Fletcher & Ellis, Inc., New York.

Succeeds Moore on  
"Press-Scimitar"

W. W. Worten, formerly assistant advertising manager of the Memphis *Press-Scimitar*, has been named advertising manager. He succeeds C. A. Moore who has been transferred to the El Paso, Tex., *Herald-Post* as business manager.

W. W. Hoops with  
Hanff-Metzger

Walter W. Hoops, formerly of Aubrey, Moore & Wallace, Inc., Chicago agency, has joined the Chicago office of Hanff-Metzger, Inc., as an account executive. He formerly headed his own agency.

Joins Donahue & Coe

A. J. Baker, recently with Outdoor Advertising, Inc., on national contact, and, before that, with General Outdoor Advertising in a similar capacity, has joined the outdoor advertising department of Donahue & Coe, Inc., New York agency.

Has Cracker Jack Account

The Cracker Jack Company, Chicago, confections, has placed its advertising account with the John H. Dunham Company, agency of that city.

# Whiskey Acceptance

How a Fast-Stepping Yearling Brand Ran Away from Field of Hundreds to Take National Lead

By Robert Barry

Director of Public Relations, National Distillers Products Corporation

ON New Year's Day, 1934, Crab Orchard as a brand was known to mighty few consumers of whiskey. Repeal had become effective on December 5, 1933, you will remember. In January, 1934, we started advertising what was, to all practical purposes (although whiskey so known had been made for sixty years), a new brand. Immediately after the first announcements were made, orders poured in faster than we could handle them and at times we were two or three weeks behind in bottling.

Almost from the start sales hit a clip of 100,000 cases a month and they held that pace. During the months of October and November, when the retail sales emphasis was all on old bonded stuff for the holidays, there was practically no sales effort on "C. O.," but orders held their own. (Now, when you are selling fifteen or twenty other whiskies, an item that can look out for itself that way is a heart-warming member.)

In total sales for 1934, the brand did about twice as much as its nearest competitor in its own price class.

Total advertising expenditures for the year ran between \$350,000 and \$400,000. Incidentally, the 1935 aggregate will probably better that by \$200,000 or so.

Summed up, our advertising was consistent, rather than "splash." We started in small newspaper space, using larger space occasionally. Copy ran two or three times a week—good reminder copy—in representative papers. We used a couple of color pages in Saturday feature sections, but never advertised on Sundays. At the begin-

ning, we went into towns of 100,000 or over and worked down until we were consistently using space in towns of 50,000 or over.

Our magazine advertising in 1934 was largely in the hunting, fishing, sporting type of publication. We used outdoor advertising in Pittsburgh and around New York, and also did some car-card advertising. We fought shy of co-operative advertising and also of "allowances."

Those are the plain facts of advertising efforts and resulting sales. There were no unusual selling or merchandising methods which would call for more than the normal share of credit. Advertising did the job—plus what? Let us see.

## "Blending" and "Cutting" as the Public Saw It

Something was said about "merchandising sagacity"—meaning that we saw a situation and made the most of it. It will be remembered that around the historic repeal date and for some time thereafter, discussion in the public prints was pretty generally critical of "blends," and this although perhaps as much as 70 per cent of all the whiskey sold in this country before prohibition had been blended liquor. There was in the public mind an unhappy memory of the "cut" liquors, crudely and criminally doctored, in the days of the seemingly endless Sahara. Without regard for the virtues of the case, the national thirst was in no mood to draw discriminating distinctions between skilful blending of aged liquors with admixtures of potable spirits and such rough-

Mar. 28, 1935

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### Present advertising uses longer copy to build character

and-tumble cutting as had been done by bootleggers.

In such a situation, it appeared to us that a good straight whiskey, if priced to reach the mass market, would have something of an edge on competition. As it happened, the FACA thought to request us to aid in bringing prices down by putting out a product to retail at \$1.50 a quart. At the time there was also so much discussion about price that the announcement of our brand's launching had real news value and was carried as a release by the press associations.

It might be said, therefore, that Crab Orchard rode two prejudices—the one against "blends" and the other against unconscionably high prices. That was fitting the product to the need, and as a general experience I think it may be said that wise merchandising usually follows that course, rather than to take the other fork of the road which implies fitting the product to the producer's idea with the intention of eventually turning acceptance and demand to its favor.

But our brand was not alone in this. Other straight brands sprang up locally and grew like wildfire. Still others flashed across the national horizon, but did not hold.

"C. O." pulled away from the others and it has maintained its lead, so that it must be something more than an opportunist.

A strange fact, at first glance, is that a Bourbon whiskey has been able to capture a national market. Prior to prohibition the Allegheny Mountains marked a sharp line of division between Bourbon and rye consuming territories. Bourbon (for those who may not know) takes its name from the county in Kentucky where it was first made—of corn, a little rye and some other small grains. There used to be a lot of prejudice against Bourbon, but sentiment in this regard also emerged as slightly different after prohibition. During the dry days it became the preferred liquor for medicinal purposes, largely because of the good and reliable supply of it in bonded warehouses. Not since that time has rye been able to reassert its dominance over the Eastern market.

Instead of being a drawback, therefore, its Bourbon lineage was an intangible—of good-will—which stood “C. O.” in good stead. It was a decided advantage to carry on its label the name of the corporation which had been purveying medicinal liquors since 1924. This corporation—The American Medicinal Spirits Co., Inc.—is the “straight-whiskey subsidiary” of National Distillers. It came into being nine years ago as a result of the merging of a number of Kentucky and Maryland distilling companies, all of which held some pre-prohibition stocks of whiskey.

The brand, therefore, started as a comparative stranger to the national market. But it had a family tree. Back of it—though for some time submerged—was all the tradition of Kentucky whiskey distilling. The present head of the A. M. S. Co., Otho Wathen, is descended from a long line of distillers who have been active in the business since 1788.

The point I would make is that it meant something when early advertising copy said of this brand—"It has what America's looking for—it's a straight Kentucky Whiskey at a price anyone can pay.

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## PENN

# Over

**650,000 FAMILIES  
READ THE SUNDAY  
PHILADELPHIA INQUIRER**

**The Sunday Philadelphia Inquirer  
has sold itself to more people than  
have ever before read any news-  
paper published in Philadelphia or  
Pennsylvania.**

**The Philadelphia Inquirer**

**PENNSYLVANIA'S GREATEST MORNING NEWSPAPER**

No artificial coloring—no artificial aging—just 'straight as a string'—bottled straight from the barrel!"

It meant something because it was straight talk, in plain language, coming from a company which was fortunate in having had satisfactory contact with consumers during the dry era. It gained credibility by its moderation. And that was typical of all the copy. The product has never been represented as being anything but what it is. It was simply put forward, given advertising support and as much availability in general distribution as we could contrive for it, and permitted to sell itself.

We pronounced no verdicts as to its quality, but set forth the evidence of what it was. We reminded the public that it was not quick-aged. It was bottled straight from the barrel, and the labels showed it to be aged from ten to thirteen months. As a matter of fact we sold it so fast we couldn't get more age on it, but now the average is working higher and in time we hope to make it a two-year-old whiskey.

#### "Straight as a String" as a Slogan

In early copy the emphasis was put on "straight as a string" by means of a plumb line and plumb bob which visualized the idea. Like a margin rule, in many layouts, the plumb line ran from the top to the bottom of the space, connecting the "National Distillers" seal at the top with the plumb bob, labeled "Crab Orchard," at the bottom. At the point of the bob there was always the slogan, "Straight as a String."

Later, when the distinction between straight liquor and blends lost its immediacy, we shifted to the device of the old, Southern darkey butler. An effective piece of deep-column copy showed this butler coming downstairs, carrying a bottle on a service tray. Below the darkey the steps merged into short lines of type which read, "Yas suh! Crab Orchard showed America it isn't necessary to pay high prices for genuine Kentucky Bourbon—naturally aged and bot-

ted from the barrel. That's why Crab Orchard is America's largest-selling straight whiskey."

Early magazine advertising was of the cartoon type—showing men in locker rooms, at golf clubs and such places, with the copy of the conversational type. And as sales grew, we put forward this evidence in some such headline as "It Swept America in one short year." Upon this evidence of growing preference we also thought we might hang the assertion that "quality tells."

In the first year of repeal the public heard the claims of a veritable babel of brands. No claims were made for Crab Orchard. But more consistently than was the case with any of its competitors we kept the simple description of what it is clearly visible on the printed page. The brand got off on the right foot, it might be said, and with the aid of consistent advertising which intelligently refrained from overstating, it has kept on keeping on.

Now, in the second year, we realize that our problem is different. We have a young Goliath on our hands. Our market studies have shown that it is not and probably never has been just a "jolt" for truck drivers. It keeps pretty good company. It is a party liquor, used where drinks are tossed off and not sipped in the manner of the connoisseur cuddling some choice liqueur with the nectar of age in it. Several million people have tried this brand and liked it, and now we see the need of reassuring them that it merits its position.

"Straight as a String" is no longer the theme, for there is need of building some character into the brand in its second year. In this we are also fortunate, for it happens that the whiskey and the brand had its origin in the old town of Crab Orchard, Kentucky. And so this year our advertising theme is "background"—sketching in the associations of good living, Southern hospitality, the famed limestone springs, the jugs of "rich red Bourbon" which have helped the old town to spread its fame.

In keeping with this more am-

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bitious theme, the copy will be longer this year, with four colors in magazines and more attention to layout and illustrations in newspaper space. A typical newspaper headline, over an old-time group gathered around a dinner table, reads: "Back of this famous bottle is the story of good food, good living and good whiskey in the Old South."

Magazine headlines bespeak the same "reputation for good living," with illustrations reminiscent of the colored prints of the olden times. Although the copy is sentimental in its appeal, it invariably has a sales hook. For it turns from nostalgic descriptions of the "quaint old hotel" and "good old Southern delicacies," to the story of the local favorite for sixty years which has become "America's fastest-selling straight whiskey" because it is made "the good old-fashioned way—smooth and pleasing to taste—and they wanted a low price."

And so begins, at least, the second chapter. This year, as last, we are going a great deal into men's magazines in the national and class fields, using full pages in four colors and also in black and white. The size of our newspaper space is graded upward over three population groups, from 50,000 to 100,000; 100,000 to 500,-

000; 500,000 and above. And each week we are running three different sized advertisements in each group, thus avoiding sameness and a matter of course reader reaction and providing a play between reminder copy and space that is at least strongly visible, if not dominant.

Our advertising investment has yielded excellent returns. Its most important result from our viewpoint has been the shortening of the time element in the growth of sales. It may be true that, in time, the value in a product will tell. But it takes advertising to accelerate acceptance and demand—thus saving time. And when you have a product right for marketing and also have the facilities for volume production, time, verily, is money.

Having accomplished in one year, with the aid of advertising, what it would have pleased us to achieve in five years, we would be, not only ungrateful, but profligate as well, if we failed to consolidate these gains in the manner in which they were obtained. For we do not think of advertising as a self-sustaining or a one-time investment. Rather we regard it—like the corn and rye and barley we use—as an ingredient which goes into the product to help make it, not only good, but also a good seller.

\* \* \*

### "Mademoiselle," New Monthly Publication

*Mademoiselle*, a national monthly class magazine for young women from seventeen to thirty, has started publication, with offices at 485 Madison Avenue, New York.

Personnel of *Mademoiselle*, Inc., includes: Charles A. Brodek, president; Louis P. Eisner, vice-president; Desmond Hall, editor, secretary and treasurer; Betsy Talbot Blackwell, fashion editor; Helen Josephy, contributing editor; C. B. Petrie, Jr., art director; and John R. Weist, advertising director.

\* \* \*

### J. F. Donovan with Williams & Saylor

J. F. Donovan has joined the gas merchandising division of Williams & Saylor, Inc., New York agency. For the last eight years he has been general sales manager of the Standard Gas Equipment Corporation.

### Northrup, Vice-President, Frey Agency

Lorry R. Northrup has joined the Charles Daniel Frey Company, Chicago agency, as vice-president. For the last five years he has been an account executive with the Chicago office of Batten, Barton, Durstine & Osborn, Inc. He also was, for twelve years, with the Chicago office of Erwin, Wasey & Company, first as director of research and marketing and, later, as director of service.

\* \* \*

### Purchases "Golf Illustrated"

The House of Hewitt, Inc., has formed the Hewitt Publishing Co., Inc., which has purchased *Golf Illustrated*, New York.

Officers are: Alvin E. Hewitt, president and publisher of *Golf Illustrated*; B. Harrison Cassel, vice-president; and Henry S. Thompson, Jr., treasurer. A. W. Tillinghast remains as editor.

# Insulation in the Open

How Celotex Merchandises New Visual Appeal of Once Invisible Product, and Increases Sales

By Harold Knapp

General Sales Manager, The Celotex Company

WHEN the Celotex Company first placed its product on the market, an important element in the marketing picture was the selling of the idea of insulation—its comforts and its economies—to owners and prospective owners of homes and commercial structures, as well as to those having a hand in the construction process. In the years that have intervened since 1921, a great deal of progress along these lines has been registered. However, the value of and the need for a basic educational job on insulation will probably remain with us for a good long time to come.

A second important factor in shaping our selling approach has been the fact that we were dealing with an invisible product. True, the customer could see and feel a piece of Celotex and we tried to see that somewhere along the line he did just that. But the physical appearance of the product could, as a rule, mean very little toward influencing the specification of it. Moreover, insulating board was a hidden component of the finished construction job, since it was used mostly for lath or sheathing purposes and nearly always covered over on the inside with plaster, paint, wallpaper, canvas or some other form of interior finish, or on the outside with wood, brick or stucco.

Hence, the story of Celotex was told almost entirely in terms of utility, stressing insulating efficiency, ease of handling and application, long life and similar practical considerations.

Then, about five years ago, a very interesting thing came to our notice. People were installing our product to take advantage of hith-

erto unused portions of their homes, such as an attic or basement, and leaving the board exposed without the application of any additional finish. And they were finding the effect of the neutral tan surface a pleasing one.

Naturally, we sat up and took good healthy notice of this development. With the cessation of construction that had accompanied the onset of the depression years, the market for installation of our product in new buildings had virtually disappeared. Of necessity we were having to depend upon the remodeling market—homes, offices and institutional buildings—in a greater and greater degree. Here was an opportunity for an important addition to the appeal of our basic utility story—the attractiveness of the product as an interior finish in its own right.

## Warranted a Major Program of Cultivation

Closer examination into the possibilities of the proposition served to convince us that it represented a sales potential warranting a major program of cultivation.

First thing we did was to produce Celotex with one surface sanded down. That provided two optional finish effects on the same piece of board—the original textured finish and a smooth one—and the dealer could offer these without any increase in the size of his inventory. The soundness of adding visual appeal to the product's advantages became increasingly apparent with this change.

So we began to evolve ideas for processing the board on the job. Simple methods of beveling and grooving were developed, along

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The picture shown here (and referred to on the preceding and following pages) was photographed in our own studio, engraved in our own shop, and printed on our own presses. ★



**THE LAKESIDE PRESS ★ R. D. N.**

250 E. 22ND ST. CHICAGO - EASTERN SNAFFLE



**R. DONNELLEY & SONS COMPANY**

OFFICE: 205 E. 47TH ST. NEW YORK CITY





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with tools for the contractor to use in securing them. We also brought out an inexpensive type of tile board for ceilings and walls.

During the last year further additions to the line were made in the form of a finish plank and a range of a half dozen styles of pre-decorated surfaces. Since these materials could be used in numerous combinations and with various patterned effects easily applied on the scene of the job, an almost unlimited variety of finishes was thus made available.

#### A Difficult Job of Presentation

As the new products were being developed, we meanwhile set to work on a method of effectively presenting Celotex in the light of its brand new sales argument. It was clear that the task would not be an easy one, since decorative insulation board constituted a distinct innovation in the construction field and would be up against some pretty well-established notions about interior finishes. Not merely the home owner, but lumber dealers, architects and contractors had to be educated on what the Celotex finishes look like. What is more, the latter had to be shown how to make the installations.

Early in the planning process it seemed inevitable that this was going to have to be some kind of sampling job. You could pass around some pictures of rooms having these finishes and, perhaps, strike up a little interest. But to negotiate any large volume of actual sales, we felt, both the building trade and the ultimate consumer would have to be given a very definite idea of what the final effects were like.

The program which was finally adopted is the result of two years of experimenting. The initial clue was a series of displays of actual Celotex interiors put on in Ohio by two of our representatives. They would go to a dealer and sell him on the idea of having one of the new interiors installed in his own office, then use this visual evidence as a basis for selling further installations in the community. In a

period of six months they pyramided ten such displays into forty jobs.

This was an imposing performance, since most of the dealers were located in small towns and since, moreover, it all took place in 1933 when things were dragging bottom and there were no such special modernization incentives as the FHA. The work in Ohio was duplicated in other territories late in 1933 and early in 1934, piling up evidence of the power of visual demonstration.

The next step, taken during the summer of 1934, was the erection of an interior finish display in the company's home offices at Chicago. More than 400 dealers, contractors and architects attended. They expressed great enthusiasm over the possibilities presented. Similar displays were erected at other points, to be met with the same gratifying reception.

#### Interior Demonstration Now Nation-wide

Taking our cue from these results, we are now engaged in a nation-wide campaign of interior finish demonstrations. Here is how we have worked out a program for doing an effective job at a reasonable cost.

Our representative goes to a lumber dealer, describes the program and solicits his participation in an interior finish exposition. The dealer's acceptance secured, arrangements are made for a place for staging it. Since the average dealer's yard is in a poor retail location, a centrally located vacant store is usually rented for the period of the show. Then the salesman helps the dealer in making a definite effort to get local contractors and architects to come to the demonstration at a specified time and date. The dealer runs advertising in the local paper announcing the exhibit, which is called the "Modern Interior Finish Show," and inviting public attendance.

Advance arrangements having been completed, the exhibit material is shipped into the town. The display consists of twenty-two

panels, each bearing a different type of application of the Celotex finishes. The size of each panel is approximately eight by twelve feet, thus presenting a surface sufficient for the prospect to get a complete impression of how the effect would appear in the finished room.

Contractor attendance is arranged in one or more groups, depending upon the number of them in the territory. After they have had a chance to view the exhibits, an informal meeting is held in which a trained Celotex technician—a workman who speaks the contractor's own language—actually demonstrates how the finishes are applied. The contractors are gathered around a work table to witness the operations, and then allowed to make a few panels themselves. Labor and material costs are explained right then and there. Drawings of the designs, all of which were devised with an eye to ease of application, are furnished to each.

In cases where contractors have large jobs brewing, they are urged to bring the prospect in to see the exposition and the Celotex salesman helps close the order. Meanwhile, the show is open at all times to visits from the general public, giving the dealer a contact with potential prospects that he probably

would not know about in any other way.

The average duration of the exhibition is about a week, varying one way or the other in accordance with the town and the amount of surrounding area which it serves. We plan to have one or more of the demonstration units operating simultaneously in each of our sales territories.

As a final test preliminary to the nation-wide campaign, a demonstration built on this pattern was conducted at Madison, Wis. One hundred and thirty-seven contractors and architects attended, along with hundreds of home and commercial building owners. Not only were these people exposed to an educational contact with Celotex finishes, but before the week's end five interior jobs were under way, each of them a direct result of the exhibition. Within thirty days the co-operating dealer ordered a carload of Celotex to meet the demand created.

National magazine advertising ties in with the "sampling" campaign. The attractiveness of the product as an interior finish is prominently played up in illustration and copy, but, as in all our merchandising work, the basic insulation story is kept prominently in the foreground.



### Made Space Buyer of Toledo Agency

Carl U. Fauster, has been appointed manager of the media department of the United States Advertising Corporation, Toledo. He has for five years been identified with the advertising department of the Owens-Illinois Glass Company, Toledo, one of the agency's clients. Harold V. Barrett, for several years on the agency staff, has been appointed assistant space buyer.

\* \* \*

### Represents "American Mercury"

The *American Mercury*, New York, has appointed F. E. M. Cole & Company, Inc., Chicago, as its Middle Western advertising representative.

\* \* \*

### Prest-O-Lite to Lord & Thomas

The advertising account of the Prest-O-Lite Storage Battery Corporation, Indianapolis, has been placed with the Chicago office of Lord & Thomas.

### Printers' Group Plans Promotion Campaign

The National Printers' League, with headquarters at Franklin, Ohio, has announced its plans for a campaign to promote greater use of printing and advertising. Its plans are based on a five-year program and call for the use of all mediums. Roger Wood is general chairman of the league.

\* \* \*

### Kenneth W. Plumb Joins Federal

Kenneth W. Plumb has joined the staff of the Federal Advertising Agency, Inc., New York, in an executive capacity. For eleven years he was with the Frank Presbrey Company, New York, where he was a vice-president.

\* \* \*

### Made Art Director, United Agency

W. Frederic Clark, formerly art director of the Kling-Gibson Company, Chicago, has been appointed art director of the United Advertising Agency, New York.

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# When Buying Space—

Publication's Editorial Personality and Habits Should Guide,  
Says This Business-Paper Advertiser

By R. Davison

Manager, Market Development Division, The New Jersey Zinc Company

THE pressure for getting the most out of every dollar expended in sales efforts is beginning to approach in intensity the pressure that has become so familiar in production.

Executives want to know what returns they will get from their advertising. They know that a certain tonnage of material, of a certain grade, placed in a certain type of furnace for a certain length of time, will produce a certain amount of a product with a certain analysis. Advertising can never be reduced to anything so specific. However, much unwise expenditure of advertising funds in a past not far distant has produced in the logical minds of many executives a skepticism of the value of advertising.

The men who tie industrial advertising into their market development programs need all the information that they can get to guide and justify their expenditures. Whether advertising is looked upon by the top executives as a sales expense or as "insurance," it must take its place alongside scientifically worked out expenditures.

The buyer of products made for industry learns infinitely more about what the manufacturer sells him than the industrial advertiser knows about the media used to start that sale. The reason is not obscure—the manufacturer has all the answers to all possible questions because he has to—his prospects ask for them. When a new question comes up he gets the answer, otherwise he can't sell his product; conversely, his prospect won't buy it.

Right there in that last sentence

may lie much that plagues the buyer of business-paper space today. There aren't and never have been enough industrial space buyers. In too many cases this space is sold to an advertiser. This should not be so. Space salesmen, picked for personality to a considerable degree, come equipped with such apparently convincing evidence that the space buyer who does not pry into facts is left with the impression that he must buy a particular paper if it's the only thing on the schedule.

#### Facts More Necessary Today Than Ever

This is such a universal practice that when a publisher wrote in the other day saying that if two papers were used in the field, his could not be overlooked, it immediately impressed the advertiser as an admission of weakness. As a matter of fact, it was a sectional publication offering intense coverage in one market. And the fact that there are so many excellent business papers makes the space buyer's job that much more difficult. But at this time, more than at any other time in advertising history, space should be bought on facts and not on impressions.

These most essential facts of circulation were recognized early, and the groundwork laid by the forward looking men who founded the Audit Bureau of Circulations. Its splendid work is too well known to require any comment. Its form for business papers was the first step toward a factual solution and away from the days of the solicitor with a copy of a magazine and a rate card as the complete story.

How much circulation, its partial

classification, and its territorial breakdown now are standard question-and-answer material whenever space salesmen and space buyers confer. And as time marches on, there are today before the Audit Bureau of Circulations four constructive suggestions of refinements from the National Industrial Advertisers Association that are being studied by the Forms Committee to evaluate their fitness for inclusion in the present form.

These four points are unit coverage (number of companies reached, and number of separate establishments reached); breakdown of circulation into States and counties; breakdown of circulation by industrial classifications; and breakdown of circulation by vocation (individual occupational) function. They will make this form of further use to the space buyer, and will undoubtedly show the publisher some weaknesses in his set-up. The Controlled Circulation Audit has followed the familiar form of the pioneering A. B. C. wherever the problems are parallel, and should be expected to concur in these additions.

#### Consideration for Controlled Circulation

This brings us to a point where A. B. C. and C. C. A. deviate—and A. B. C.'s "Authorized Prices" is an old battle-ground. There have been and still are dyed-in-the-wool advocates of paid circulation who maintain that nothing else deserves consideration. In the business-paper field, however, where magazines can be purchased for 50 cents a year, or where clubbing offers reduce paid circulation to a nominal term, such a hard-and-fast stand is difficult to appreciate. Even with \$4 and \$5 subscription prices, the cost of getting his subscription is frequently more than the subscriber pays.

When in doubt, look at such tell-tale data as appear under "channels of subscription sales," "premiums" (greatly abused at times), and "renewals." When renewals are not well above 50 per cent, study the editorial matter with particular care. Either the

editorial matter and the circulation don't belong together as part of the same publication, or else the editorial matter doesn't belong in any trade publication in which you should buy space. Any paid publication which "doesn't know" about these points has to find out when soliciting a wide-awake prospect.

#### Paid Subscription Only Part of the Story

But under present conditions, at least, it seems that a paid subscription is only part of the story—i.e., the ability to buy the privilege of reading. So much of industry's personnel has had pay cuts since 1929 that it has frequently been found that controlled circulation is the only method of getting effective coverage. The number of those desiring to read, and those who from the advertisers' standpoint should read, in many fields extends far beyond those who can subscribe. Frequently companies that were hardest hit have the greatest urge to investigate the economies of new equipment and new materials featured in the advertisements.

The formation of the Controlled Circulation Audit has been most timely, for it has placed controlled circulation publications in a far stronger position in the eyes of thinking space buyers. Look for its "Comprehensive statement as to source of supply of names and provisions for keeping lists up to date." Those are facts—not impressions.

If you like to play the ponies, that's your business, but what publications you use *may* be your boss' business—so why not use facts? But always bear in mind that the *facts audited* by A. B. C. and C. C. A. auditors should not be compared with "facts" that too often are made to measure for an individual case. A very large percentage of business papers can meet the requirements of one of the two audits as they now stand, and it is reasonably certain that the gap between admission requirements to A. B. C. and C. C. A. will eventually be closed by advertising sentiment.

When these requirements meet,



# “19,000,000 FAMILIES WILL NEVER BE PROSPECTS!”

The Quality advertiser must remember this fact: 19,000,000 family heads will never be prospects for world cruises, high-priced automobiles, quality building materials and large insurance policies. This, because their age-average is well *under* 30. They represent the Volume Market, but *not* the Quality Market. They can't spend, for they have not yet reached—the Age of Plenty.

THE Quality Market is the market of maturity—the liveliest, most profitable market. It includes the higher executives of the big enterprises—men whose average age is over 40. They represent the Age of Plenty . . . comprising the people who can afford to buy what they want, *when they want*. And the Quality Group offers the "Quality Advertiser" 225,000 of these First Family homes, the average age of whose family heads is 40—dwellers in the Age of Plenty.

90% state: ". . . advertisements in your magazines carry far more conviction than those in *any other magazine entering our home*."

## THE QUALITY GROUP

*Harpers Magazine · Scribner's Magazine  
Current History · Forum Magazine*

597 FIFTH AVE · NEW YORK



IF YOU WERE A  
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**3** TIMES AS MANY MENTIONS per thousand readers as what national weekly with 5 times as much circulation?

**3 $\frac{1}{2}$**  TIMES AS MANY MENTIONS per thousand readers as what national monthly for business men with  $2\frac{1}{2}$  times as much circulation?

## **BUSINESS WEEK**

*The Executives' Business Paper*

**330 WEST 42ND STREET, NEW YORK, N. Y.**

**YOU WOULD ASK AMERICA'S LEADING EXECUTIVES TO NAME THEIR FAVORITE PUBLICATIONS, BUSINESS WEEK WOULD RECEIVE:**

**2 $\frac{1}{2}$**

**TIMES AS MANY MENTIONS** per thousand readers as what monthly for business "tycoons," with about the same circulation?

**4 $\frac{1}{2}$**

**TIMES AS MANY MENTIONS** per thousand readers as what semi-monthly for business men with about 60% as much circulation?

Even if you've guessed the answers, you'll want to read our booklet "When Business Executives Speak for themselves." It's the combined result of 6 independent surveys made by advertisers and agencies among 1,500 executives. Write for your copy today.

every publication *can* qualify for membership in one audit or the other. Whether or not publications *will* qualify depends upon the attitude of space buyers.

The Association of National Advertisers expressed the thought very well at their most recent meeting:

We believe that verified circulation figures are a necessary qualification in every publication to enable buyers to appraise its value as an advertising medium. With the Audit Bureau of Circulations as the accepted means of auditing all paid circulation publications and with the Controlled Circulation Audit as the accepted means of auditing all publications of that type, we recognize no valid reason why any publisher should be unwilling to submit his circulation claims to the unprejudiced examination of these auditing organizations which are maintained by advertisers, agencies and publishers in the interest of accurate and honest measurement of circulation.

Among those who study space values there is a growing feeling that editorial worth is a much more valuable measure of reader interest than whether circulation is paid or controlled. Editorial worth is particularly important in papers with controlled circulation, for it is only possible to audit the paper's receipt. There probably is no way, at least no way has been suggested, to audit editorial contact, but it is a good idea to ask a publisher how many pages he has devoted during the last year to discussion of the material, process or other problem for which you are trying to develop a market.

One is frequently solicited for advertising space by a publisher who has not felt the subject nearest your heart of sufficient interest for any editorial comment. Under such conditions, your suggestions of sources of such editorial contributions may result in editorial matter of distinct benefit to the reader interest of the publication. The editorial picture must be sympathetic with the circulation or the circulation won't hold up.

Editors can't select their material under the influence of space sales. On the other hand, they seldom can seek out good material for editorial treatment if it isn't brought to their attention. Of course, publications that exist by trading on the gullibility of space buyers, substituting puffs for strong unprejudiced articles, lack reader interest upon which advertising effectiveness is built. These publications usually give themselves away by some offer of this type of "service." If not, they are relatively easy to spot. There is no audit for such questions as "Who are your editors? How long have they been associated with you? What is their standing in the field? What is the percentage of staff articles to those contributed from the field?" But the replies usually provide a clear answer to your doubts.

And having settled those points, look over a copy of the magazine and see how the editorial matter is presented. A design or production engineer will dig into endless detail if the reading matter warrants it, regardless of illustration or typographical excellence. But if the purpose of the space buyer is to appeal to executives, let him watch readability, for the broader the man's interests become, the more difficult it is to attract and hold his attention.

Many will ask whether such thorough analysis pays. They will be encouraged in this attitude by representatives of weaker publications the survival of which depends upon space being *sold* on impressions instead of being *bought* on facts.

The strong papers are smart enough to know that analytical space buying will boost their stock, but they have been backward in advocating it, probably fearing a deluge of unnecessary questions. Still, one can't overlook the procedure of about twenty of the largest industrial advertisers—Union Carbide and General Electric are among them—who have forms which dig deeper into a publication's personality and habits than A. B. C. and C. C. A. These forms bear on general rather than specific

material sales. They seldom bring it for editing. Of course, publishers trading on buyers, sub-unprejudiced interest effective-publications away by "service." It is easy to for such your editors they been at is their that is to those "old?" But make a clear

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are smart analytical their stock, backward in fearing a questions. The problems of the large-owners—Union Electric are five forms a publica-habits than these forms man specific

data. Years of experience have enabled these manufacturers so to design their forms that available information has about as much privacy as a gold fish.

It is surprising and encouraging to find how much leading business

publications can help the advertiser with marketing data as the space buyer's questions unfold the whole problem before the publisher. Team play between the publisher's representative and the buyer comes out far ahead of individual effort.

\* \* \*

## Expelled by A. B. C.

THE board of directors of the Audit Bureau of Circulations, at a meeting in Chicago, ordered that the *Philadelphia Daily News* be expelled from membership. The reason for this action was stated to be "falsification of records and the submission of false statements of circulation for the six-month period ending March 31, 1934, and September 30, 1934."

Twenty companies were elected to advertiser membership in the Bureau. This brings the total of new advertisers who have joined the A. B. C. since the first of the year to sixty-nine and evidences further response to the support basis for advertiser dues put into effect at that time.

The revised dues schedule for all publisher divisions of the Bureau which was approved by the membership at last fall's annual convention, was formally adopted by the board, July 1, 1935, was set as the date when the new rates will become effective.

The original intention had been to make the revised scale effective with the next quarter beginning

April 1, but the later date was set in deference to the newspaper investigation committee which is studying A. B. C. rules and procedure. The committee expects to have its final report ready some time early in April and this will give it an opportunity to present constructive suggestions on dues matters for the board's consideration before the new schedule becomes operative.

The new dues basis is designed primarily to increase the Bureau's income to a point commensurate with operating expenses. At the same time, it places each division on a self-sustaining basis, which has not been the case with the newspaper and business-paper divisions heretofore.

It also provides for elimination of unjust variations in assessments for individual publishers, the rate being directly proportional to the exact amount of circulation audited.

The date for the 1935 convention was set for October 17-18 and, as usual, the meeting place will be the Stevens Hotel, Chicago.

\* \* \*

### Elbridge Adams Resigns

Elbridge Adams has resigned as president of Baker Wines & Spirits, Inc. Mr. Adams, who formerly was a vice-president of Canada Dry Sales & Import Corporation, has taken offices at 122 East 42nd Street, New York.

### Has Hotel Account

The Congress Hotel, Chicago, has placed its advertising account with Reincke-Ellis-Younggreen & Finn, agency of that city. Newspapers, magazines and direct mail will be used.

### "Fortune" Appoints Barnes

Bernard Barnes, who has been with the promotion department of *Fortune*, New York, has become promotion manager. He succeeds O. D. Kepp, who is now a member of the publication's experimental department.

### With Salt Lake Agency

J. W. Snow, artist and copy writer, formerly with the Campbell-Ewald Company, Detroit, has joined the staff of the L. S. Gillham Company, Inc., Salt Lake City agency.

# S. 5 Is Before Senate

Amended Some More, It Finally Passes Committee by Narrow Margin, But End Is Not Yet

*Printers' Ink Bureau,  
Washington, D. C.*

**S**ENATOR COPELAND'S food, drug and cosmetic bill S. 5, is now on the Senate calendar, officially known as S. 5, Report No. 361, Calendar No. 375. It was considered by the Senate Committee on Commerce on the morning of March 22, and reported out favorably the same day.

Curiously enough, that day saw the Senate receive a message from the President stating, in part, "It is my hope that such (food and drug) legislation may be enacted at this session of Congress." The President did not mention any particular bill—it was just a coincidence that S. 5 was reported out almost simultaneously.

As to the ultimate fate of the bill, what with vote-trading rampant among the legislators, it is anyone's guess. Again there are rumors of many an amendment to be proposed from the floor when the Senate considers the bill. Then, if and when it passes the Senate, there is the House, said to be far less friendly to the Department of Agriculture, to be hurdled. Certain bureaus of the Department, particularly the Bureau of Home Economics with its advice on what and what not to eat, have lately irked some of the wheat belt Congressmen no little.

There were evidences of a warm session when the Commerce Committee met on Friday last and the sub-committee reported the bill to their colleagues. A motion to defer action until the following Friday was defeated 8 to 6. Then Senator Josiah W. Bailey moved that the control over advertising be placed with the Federal Trade Commission and this went down 11 to 3. Finally the Committee voted to report the bill out favorably by a vote of 9 to 6, all of the Republicans present on the committee joining with five Democrats

to vote "aye" while six Democrats, including Senator Bennett Champ Clark, chairman of the sub-committee, voted against the motion.

Those voting to report the bill out were Senators: Copeland (Dem. N. Y.), Morris Sheppard (Dem. Texas), Francis T. Maloney (Dem. Conn.), G. L. Radcliffe (Dem. Md.), Duncan U. Fletcher (Dem. Fla.), Charles L. McNary (Rep. Oreg.), A. H. Vandenberg (Rep. Mich.), W. H. White, Jr. (Rep. Maine), and E. W. Gibson (Rep. Vt.).

Those voting against reporting the bill out were Senators: Josiah W. Bailey (Dem. N. C.), N. L. Bachman (Dem. Tenn.), Bennett Champ Clark (Dem. Mo.), Louis Murphy (Dem. Iowa), J. F. Gutfrey (Dem. Pa.), and Vic Donahey (Dem. Ohio).

Absent or not voting were four Committee members, Senators Caraway, Johnson, Nye and Overton.

Senator Clark reserved the right to present a minority report.

## Senator Copeland Files His Report

Senator Copeland on Tuesday filed his committee report on the bill with the Senate. The report recommends that the bill as amended by the committee become law.

"The bill" says the report "now contains all features of the present law that have proved valuable through the twenty-eight years of its enforcement in promoting honesty and fair dealing in the sale of foods and drugs. Its principal differences from the present law lie first in the elimination of those provisions whose terms have compelled the courts to reach interpretations that have afforded avenues of escape for the unscrupulous; second, extension of its provisions to false advertising and to harmful or falsely represented cosmetics;

third, amplification and re-inforcement of the provisions designed to safeguard the public health and to promote honesty and fair dealing and fourth strengthening its procedural provisions better to effectuate its purpose.

"One of the innumerable objections originating with those who are opposed to any new food and drug legislation is that the bill is in the form of a revision rather than amendments to the present law. It is urged that by appropriate amendments court decisions under the old law will be preserved and that uniformity with existing State laws will be promoted."

The report further declares that "while the bill has been drafted primarily as a consumers measure its operation will be of distinct benefit to honest producers, manufacturers and dealers in food, drugs and cosmetics and to advertising media and agencies interested in promoting the sales of those commodities. The bill if enacted in its present form will be of incalculable benefit to consumers. It will place no undue burden on any honest manufacturing or advertising practice."

An important section of the report—how important will be seen after operations actually get under way—deals with the two advisory committees on health and standards. Of these it says:

"The Committee on Public Health is to be appointed by the President. The members are to be chosen with a view to their distinguished scientific attainment and interest in those phases of public health covered by the provisions of the bill. They are to be selected without regard to political affiliation. They are to aid and advise the secretary in the promulgation of all regulations listed above with the exception of those providing for definitions and standards of food. No regulation can be issued by the secretary without the approval of the majority of this committee.

The Committee on Food Standards is to be composed of seven members, three of whom are to be selected by the President from

the public and two from the food industries. They are to be appointed without regard to political affiliation. The remaining two members are to be designated by the Secretary from the Food and Drug Administration. This committee is to function on food standards in the same manner as is provided for the functioning of the public health committee on the regulations in that field. Approval of the majority of the Food Standards Committee is required before a standard can be promulgated.

"The procedure laid down calls for public hearings for which ample notice must be given and an adequate lapse of time between the promulgation of the regulation and its effective date. Provision is made for the amendment or repeal of regulations in the same manner as is provided for their adoption.

"By the character of the membership prescribed for the committees and by the method of functioning here set up it is insured that regulations will be based upon all available facts, that due deliberation and full consideration will be given to those facts, that in the formulation of the regulation changes can be made without undue delay upon the development of the new facts and that the interests of the public can be effectively safeguarded without the imposition of burdens upon the honest manufacturers.

"Delegation of power to make regulations to the extent here authorized is in nowise unusual in Federal and State legislation. In each instance the subject matter here dealt with is so complex and involves such ramifications in the constantly varying production and traffic in food, drugs and cosmetics that it is impossible for the Congress to undertake the detailed consideration necessary to the formulation of each needed provision. If the public is to be protected the Congress must express its legislative intent in each instance in definite terms and leave to the administrative agency the authority to put that intent into effect through the medium of regulations.

"In order that the department

may have the benefit of competent consultants in formulating general administrative policies for enforcement of the act authorization is given for appointment of advisory committees from the regulated industries, from advertising and from the general public. These committees are to function solely in an advisory capacity and cannot restrict the power and responsibilities of the department in its enforcement operations. Advertising and other industries concerned in this act have over a period of years exerted commendable efforts toward the improvement of their own standards.

"Organizations have been formed for the purpose of the promotion of fair practices. This section would authorize the Secretary to accept the plans of these organizations in the use of such machinery as will aid in securing compliance with the law. This would not displace the remedial provisions of the law, however, nor would it relegate them to a position of secondary recourse."

The report contains thirty-two printed pages.

That the interest of Under-Secretary of Agriculture Rexford Guy Tugwell in the bill has not waned although he has been careful to keep his name out of it was evidenced by the call he made upon the President a few days ago. He was accompanied by Senator Cope-land and Representative Sam Rayburn, head of the House Committee on Interstate and Foreign Commerce.

The President's message to Congress on food and drug legislation followed that visit closely. In the course of that message, Mr. Roosevelt said:

"A measure is needed which will extend the control formerly applicable only to labels to advertising also; which will extend protection to the trade in cosmetics; which will provide for a co-operative method of setting standards and for a system of inspection and enforcement to reassure consumers grown hesitant and doubtful; and which will provide for a necessary flexibility in administration as products and conditions change."

As reported to the Senate, S. 5 shows a considerable number of amendments. Many of these are minor: a few stand out.

"Ordinary toilet and household soap" is specifically excluded from the definition of "cosmetic" (Par. c, Sec. 201). The definition of "drug" is also changed slightly to exclude cosmetics as well as food. (Part 3 of par. b, Sec. 201.)

The words "fresh fruit and fresh vegetables" are substituted for "fresh natural food" in Sections 302 and 303.

Section 601 deals with false advertisements. Just to make it harder, the words "and reliable" have been inserted between "substantial" and "medical opinion" in the last line of paragraph (a) of this Section. The power of the Secretary of Agriculture to add to the list of diseases in paragraph (b) is eliminated and Bright's disease and infantile paralysis are added to the list in the bill itself.

The power granted the Committee on Public Health and the Committee on Food Standards given in paragraph (f) of Section 703 is somewhat curtailed by the elimination of the last sentence which read: "Each committee on its own motion or at the request of the Secretary may advise him of its views on any question concerning the enforcement of this Act."

The language of Section 704 dealing with advisory committees from industries is re-written.

Paragraph (b) of Section 707 which covers factory inspection is entirely re-written and now denies the use of interstate commerce to products after the manufacturer of them has refused "reasonable" request for an inspection of his factory.

Section 710 which has to do with institution of criminal proceedings is clarified considerably, prescribing definitely that the Secretary shall give opportunity for a hearing on violation and a review of his decision to prosecute.

Paragraph (c) of the much disputed section on seizures (Sec. 711) is changed to allow "any party, his attorney or agent" to obtain a sample of the article

*Printers' Ink*

**Pittsburgh Sun-Telegraph**

**SEVENTH**

*in the United States*

**IN TOTAL DISPLAY ADVERTISING**

1 9 3 4

Admiralty Media Group Inc.

**Pittsburgh Sun-Telegraph**

*Evening and Sunday*

\* \* \* \* \*

**NATIONALLY REPRESENTED BY PAUL BLOCK & ASSOCIATES**

# Readers send 389,285ib

## *Young* "The OLD LADY o

TYPIICAL of the intensified reader interest which has accompanied the modernization of The ~~OLD~~ LADY of Oregon—pet name in the Pacific Northwest for The Oregonian, 84-year-old favorite newspaper of that territory—was the response to The ~~OLD~~ LADY of Oregon's recent Bible Game.

And sponsoring a Bible Game, by the way, is in no sense inconsistent with The ~~OLD~~ LADY of Oregon's program of rejuvenation, for in the basic, fundamental things, The ~~OLD~~ LADY of Oregon clings to the policies that have made her great—endeared her name to five generations of Oregonians. New type dress—attention-impelling headlines—Wirephotos—new features galore—yes, all of these and more to come—but The ~~OLD~~ LADY of Oregon still adheres to principles grounded deep in the Bible, the Constitution of the United States and the Declaration of Independence, as safe guides of public service and journalistic enterprise.

Did the people of the Pacific Northwest enjoy the Bible Game? More than 43,000 requested copies of the rules. They purchased 10,429 extra reprints of the Bible pictures. Exactly 5,989 sent in completed Bible Game sets containing 389,285 individual Bible Pictures! That's reader response!

★ ★ ★

### 43,000 OREGONIAN READERS PLAY THE BIBLE GAME!

Corner of The Oregonian's  
Bible Game checking room  
where more than 389,000  
Bible pictures are carefully  
checked against master lists



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Advertisers are capitalizing this new stir in the newspaper world of the big, rich Pacific Northwest market. They're using more linage in The Oregonian at even greater profit than ever before. You, too, can do a thorough selling job with this proved, hard-pulling advertising force.

*The*  
**OREGONIAN**  
PORTLAND, OREGON

National Representatives: Verree & Conklin, Inc., New York, Chicago, Detroit,  
San Francisco • National Color Representatives: Associated Newspaper Color,  
Inc., San Francisco, Los Angeles, New York, Chicago, Detroit, Cleveland

seized. Again, any department agent before making seizures must present evidence and a report to the Secretary. It is further provided that, after multiple seizure, all cases be consolidated and tried in any one district the defendant may pick.

On this last point, if you examine the official print of S. 5 marked Report No. 361, Calendar No. 375, you will note in paragraph (e) of Section 711 that the actual wording reads in part: "the United States District Court for any district where one of such seizures is pending is hereby vested with jurisdiction to consolidate and try such cases *separately*; and on application of the claimant, seasonably made, such cases may be tried in the jurisdiction of his choice. *Separate verdicts shall be rendered in each case and judgments entered on such verdicts in conformity with the provisions of this Section.*"

This doesn't make sense and an inquiry in official quarters reveals that the committee when it inserted the word "consolidate" intended to strike out the word "separately" and further to strike out the entire last sentence.

An added safeguard for the advertising agent or medium owner would seem to lie in an addition to paragraph (b) of Section 712 covering injunction proceedings. The added sentence reads: "No person shall be deemed to have violated an injunction issued pursuant to this Section, by reason of the dissemination, subsequent to such injunction, of the false advertisement which was the basis of the injunction, if such dissemination was beyond the control of such person."

As for the many, many other amendments suggested by the proponents and opponents of industry at the hearings, these have fallen by the wayside or are being kept under wraps for offerance from the floor. For example, a drug would still be adulterated "if it is dangerous to health, under the conditions of use prescribed in the labeling *or advertising thereof*" in spite of James F. Hoge's able protest. The Committee on Public

Health still bars members of the affected industry. Paragraph (d) of Section 708 which, according to Counsel Hanson of the ANPA, opens the way for pure fishing expeditions into newspapers and other mediums, still remains in the measure.

On the other hand, several pet projects of Miss Alice Edwards of the American Home Economics Association and Messrs. Kallet and Mathews of Consumers' Research, Inc., are *not* inserted. All of which should cancel out—or something.

Meanwhile, Representative James M. Mead of New York, sponsor of H. R. 3972, the Hoge bill, has introduced a revision of his measure as H. R. 6906. It is largely the same in context with some perfecting amendments and some additions.

In Section 9 dealing with "Misbranded Food," he has added a paragraph reading: "If it is dangerous to health under the conditions of use prescribed in the labeling or advertisement thereof."

In Section 10, "General-Misbranded Drugs and Cosmetics," he has inserted the words "or advertisement" in paragraph (d) so that it reads "(d) If it is dangerous to health under the conditions of use prescribed in the labeling *or advertisement* thereof."

In Section 11, he has struck "isopropyl alcohol" from the list of stimulant-depressant substances and "bromides" from the sedative substances.

To Section 12 dealing with false advertisements, he has added a paragraph, (b), which is almost identical with paragraph (b) of Section 601 of S. 5 as revised. He has also added a sentence to paragraph (a) of the same section reading: "An advertisement shall also be deemed to be false if such commodity is dangerous to health when used as prescribed or under customary conditions unless a warning of such danger is included in the advertisement."

To Section 16, "Exemption of Dealers," Mr. Mead has added a perfecting paragraph as he has also done with paragraph (b) of Section 21.

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## This Letter Yields 50%

## **Customers Not Buying for Six Months Are Held Through Easily Applied System**

THE high cost of getting new customers makes the holding of old customers all the more important. Because of this, efficiently operated companies usually work out some form of customer control system.

An excellent example of such a system is offered by the Royal Curtain Mfg. Co., of Boston, Mass.

A study of the cards like that illustrated with this article gives the company the necessary data to follow-up. When a prospect has not been sold for six months or more, the company sends letters which are mailed to the buyer personally, in care of his company, every four months (if the account has been inactive) and these letters

"We watch our customer control very carefully because we know how much it costs to get an active account and are, therefore, particularly anxious not to lose one," says Sumner S. Gordon, sales and advertising manager of the company.

"It is surprising how simple it is to keep up to date such a control using flat files filled with cards such as the one I worked out for our particular business. Although we have over 1,200 active accounts, department stores, jobbers and mail-order houses, a half-hour daily does the trick and we get from it, instantly, helpful information."

are signed by the president of the company.

"We naturally have been gratified with the response since we have traced thousands of dollars of business directly to our letters. One letter, for instance, was sent to 402 accounts. One hundred and ninety-seven replied and in most cases the lack of orders was our fault. The complaints ranged from a salesman's neglect to call, his abruptness or discourtesy, right up to our credit department and gave us much food for thought and some change in policy."

The letter which produced such interesting results reads as follows:

MR. JOHN SMITH  
c/o SMITH, JONES & Co.  
NEW YORK, N. Y.

DEAR MR. SMITH:

We are very much concerned because it has been so long since we've had the pleasure of serving you and doubly so because it very probably is our fault.

We're vain enough to believe that our product, like good wine, has improved with age both in style and manufacture. Over thirty-four years on the same job, however, has taught us how human it is, at times, to err. How seriously, in your case, we have no means of telling. Perhaps we don't call on you often enough, perhaps we were too abrupt in handling an order—there are a dozen reasons. We do know one thing, we're mighty anxious to have some of your business again and

will go a long way to prove it.

We've got an excellent line for spring, one of the largest and most diversified in the trade. Won't you grant us the privilege of showing it to you—there is no obligation on your part and you'll be easing a guilty conscience on ours.

A few words to us in the enclosed envelope will be deeply appreciated. Will you spend a few minutes now?

Anxiously yours,  
ROYAL CURTAIN MFG. CO.,  
HAROLD O. GORDON,  
President.

Each salesman is kept informed of the check-up and although Mr. Gordon says that some of the salesmen were at first resentful, the company now has their whole-hearted co-operation.

\* \* \*

#### New Business Paper

*American Vegetable Oil News*, a new publication, will make its appearance in the early summer. P. S. Holt has been appointed general manager and George S. Lowman, Jr., advertising director. Offices are at 202-101 Building, Atlanta.

#### Has Wahoo Account

The Old Indian Medicine Company, Toledo, Wahoo Bitters, has placed its advertising account with Beals-Drouillard & Company, of that city. News-papers will be used.

#### Heads Wagenseil Radio

Ralf C. Kircher, of Hugo Wagenseil & Associates, Dayton, Ohio, agency, is now in charge of the agency's radio department.

#### Mogensen Appointed

The Yuma, Ariz., Sun and Fullerton, Calif., *News-Tribune* have appointed M. C. Mogensen & Company, Inc., as their national advertising representative.

#### Purchasing Agents Set Date

The twentieth annual convention of the National Association of Purchasing Agents will be held at the Waldorf-Astoria Hotel, New York, May 20-23.

#### Gets Queen Valley Fabrics

Queen Valley Fabrics, Inc., Pawtucket, R. I., has appointed Norman D. Waters & Associates, New York, to handle its advertising.

#### Joins Llewellyn-Seymour

S. H. McCracken, for many years in a sales executive capacity with national manufacturers, has joined the Llewellyn-Seymour Company, Los Angeles advertising agency. He will serve as director of merchandising.

#### Represents "Mirror" Magazine

Edgar Swasey, Jr., Pacific Coast representative of the *New York Daily Mirror*, is also representing Sunday Magazines, Inc., which handles the magazine section of the *Mirror*.

#### Lange Studios Add to Staff

Gray Garfield Lange, Inc., Detroit advertising studio, has added to its staff Bob Konersman, illustrator; C. Hatfield Bills, industrial designer and automobile artist, and Al Grann, artist.

#### Names Frost, Landis & Kohn

The Strasburg, Va., *Northern Virginia Daily* has appointed Frost, Landis & Kohn as its national advertising representative.

#### Vilter to Milwaukee Agency

The Vilter Manufacturing Company, Milwaukee, has appointed Morrison Advertising Agency, of that city, to handle its advertising account.

#### Has Roux Advertising

The Roux Manufacturing Company, New York and Chicago, has appointed Bachenheimer-Dundes, Inc., New York, to handle its advertising.

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# Fighting Fickle Fashion

Aggressive Promotion at Psychological Time Is Restoring Patent Leather to Favor

By Eldridge Peterson

THERE is one disturbing element in business that even a New Deal code, or an alphabetized government agency, might well be excused from attempting to control—and that is fashion.

This fickle factor can—and often does—send a sales curve shooting upward or reeling downward at a moment's notice. Let fashion turn a cold shoulder to one individual product and the gesture can spread its implication to include a whole family of related products or accessories.

Consider patent leather. It is doubtful if Dame Fashion held any personal animosity toward this rather staple and accepted type of leather when, some seasons ago, she cast an approving glance at rough materials, such as tweeds, but this approval swept a number of products from the scene, and among these was patent leather. The advent of rough textures in women's clothing placed an emphasis on a new type of material for women's shoes—embossed grains and other surface treatments of leather, besides interesting weaves and fabrics. And it was this emphasis that temporarily drove patent leather out of the shoe picture.

Among the leather companies that specialized in the patent leather field was the Seton Leather Company, which had built, over a period of years, an outstanding position as a specialist in that particular type of leather. Of course, patent leather is a staple enough product so that there always is some demand, but in the face of the new fashion trend, this company found its market greatly diminished.

A change in fashion is a hard thing to buck, and, even with ag-

gressive merchandising or advertising, it is not likely that a sweeping trend can be stayed. During the last five seasons or so, therefore, the company had to rest its hopes for patent leather sales in the use of the product as a trim which, of course, made only a minor market. And then, as many other companies in a similar position have done, it had to keep its machinery going—by manufacturing a white buckskin type of leather, using the same type of raw stock, to take up its production slack. Neither of these possibilities, however, could take the place of the patent leather in which the company had specialized for so long.

## When Fashion's Fickleness Becomes a Virtue

Of course, the very fact that fashion is fickle is a redeeming virtue, for eventually it may swing around again just as quickly as it turned away. Provided a company can weather the storm of an adverse style situation, its next big problem is to sense the psychological time when its product can be expected to meet with public favor.

Although fashion, as has been said, is a hard thing to buck, aggressive merchandising can often quicken its changes and shorten the period during which some particular product must lie dormant.

A number of factors contributed to the decision of the Seton company, a short time ago, to establish patent leather again in public favor. For one thing, sufficient time had elapsed for the company to feel that, naturally, the product should stage a comeback. Secondly, the advent of repeal and an increased emphasis on social activities

# In the SOUTH

"Since the outlook for both domestic and foreign consumption of American cotton is favorable, it seems likely that the movement into sight will be increased and income to the cotton farmer will improve. In view of these conditions, it seems that a more extended follow-up sales campaign for the cotton growing states is advisable. However, one should not expect any extraordinary sales developments in these territories until the latter part of 1935."—From article by editors of Standard Statistics, Inc., appearing in 3/1/35 Sales Management.



## Where Consumer Income

The quickest and most profitable way to the Southern consumer purchasing is to go directly to the major income market. The Southern Farm Market. And *Progressive Farmer*, with its dominant coverage and influence, provides the unequalled medium for reaching this prosperous market.

# Progressive Farmer

*and Southern Ruralist*

Birmingham

Raleigh

Memphis

Dallas

250 Park Avenue, New York

Daily News Bldg., Chicago

THE SOUTH'S LEADING FARM AND HOME GAZETTE  
More Than 900,000 A.B.C. Net Paid

Rate \$100 Guar.

## Estimated Consumer Income Next Six Months



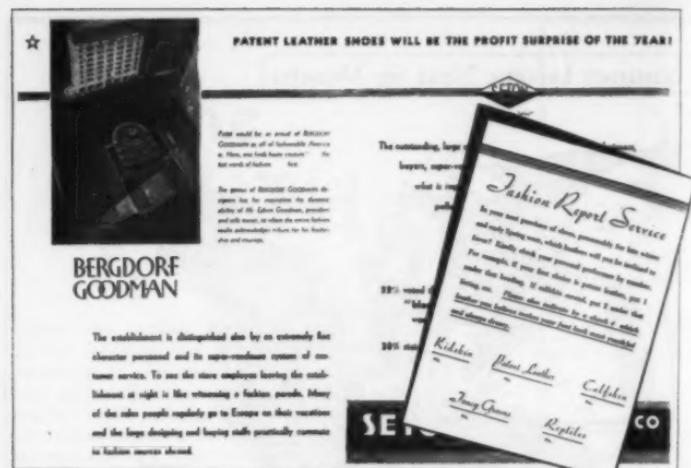
## Income Continues to Mount

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68% RURAL!



Mar. 28, 1935



Showing the ballot and also a spread giving results of the voting on patent leather

and also a reaction to the years of depression, had reflected themselves in women's clothing. The rough tweeds were giving away to other less tweedy materials, with a consequence that patent leather shoes could now assume a proper place in the new type of ensemble.

Such contributing factors as these eventually would have brought about a return to patent leather shoes, but the Seton company felt that, instead of waiting for this natural return of their market, its advent could be quickened by proper merchandising and promotion. Although this decision was reached almost at about the time of the spring buying season for the trade, which was in the latter part of December, the company decided to launch immediately into the work of creating an immediate place for the product.

It so happened that the company had contracted for space in one of the publications reaching the retail apparel industry, which it had been filling with a purely institutional type of copy and that, at the time of the company's decision to feature patent leather again, several weeks' space was still open under this contract. H. B. Tove, who planned the Seton advertising, made a hasty survey of twelve

leading New York department stores with the idea of finding out actually what demand these stores had, under present conditions, for patent leather shoes, and how many such shoes they were carrying in stock. He found that in most stores one or two models of patent leather shoes were being carried for the occasional demand for that type of shoe which still lingered. In some stores he found that no patent leather shoes were carried in stock at all.

As a start, and until such time as a complete program could be studied and arranged, it was decided to use the space that was still available to the company, to change its copy quickly and to feature in each advertisement the particular patent leather shoe, no matter what style or how small the stock a store carried, over the name of the department store carrying it. This advertising would start bringing patent leather to the notice of the trade for the time being.

The company realized, of course, that its main problem was to convince retailers that there was a market, now, for patent leather. The problem was to find some way to demonstrate to these retailers that such a market actually existed. Mr. Tove finally decided

that if he could show the retailers that the leaders of fashion were going to turn to patent leather for their spring wear, he could get the ball rolling and that, starting from the top strata of fashion leaders, the demand would work itself down through a cross-section of the average woman.

#### Taking a Vote by a Fashion Ballot

A fashion ballot was prepared and distributed among a number of women of the social set at luncheon meetings, fashionable clubs and other such gatherings. Headed "Fashion Report Service" this ballot listed the names of several types of leathers, including kidskin, patent leather, calfskin, fancy grains and reptiles. The women to whom these ballots were distributed were asked: "In your next purchase of shoes, presumably for late winter and early spring wear, which leathers will you be inclined to favor? Kindly check your personal preference by number." The ballot also requested these women to "please also indicate by a check which leather you believe makes your foot look most youthful and always dressy."

The results of the first distribution of these small paper ballots were distinctly encouraging. For example, at "The House of Lords," fashionable New York rendezvous and restaurant, a poll was taken at a luncheon and the results showed that 64 per cent voted that black patent leather made the foot appear most youthful, while 26 per cent stated that they intended buying patent leather shoes before Easter. A Park Avenue debutante's party gave the percentages at 73 per cent and 53 per cent respectively.

These initial ballottings were so encouraging that the use of the ballot was extended. Bergdorf-Goodman, New York, granted permission to have the ballots distributed among the members of their staff of designers, buyers and assistants. The high standing of this firm in the field of fashion would carry a great weight with the shoe trade if the results should

be promising. The ballots resulted in a 52 per cent vote for black patent leather, as making the foot look most youthful and always dressy, while 38 per cent stated that black patent leather was their first choice for their next purchase of shoes. These various percentages gave the Seton company a wealth of ammunition in which to approach the trade with advertising.

As a result, a series of double-page spreads was prepared and released to the boot and shoe trade. The first of these spreads was headed "Inquiring Merchandiser Learns That . . . Fashionable Women of All Ages Choose Black Patent Leather as Most Flattering to the Foot." This spread illustrated the ballot that had been used and quoted the results of the balloting at various New York hotels and restaurants. Other spreads in the series showed photographs taken of the various establishments at which the ballots had been distributed, quoting the figures and pointing out again that patent leather shoes would be the profit surprise of the year.

One of the advertisements in the series showed a scene from the musical comedy "Anything Goes," giving the results of a ballot of the girls in that show. A similar advertisement was devoted to a photograph of a scene from "The Great Waltz," now playing in New York, quoting the results of a ballot of the large cast of that production.

#### Campaign Proved Effective in Short Time

Although this series of advertisements has been running only a few months, it has proved tremendously effective. Retailers have ordered patent leather shoes in sufficient quantities so that the Seton Leather Co.'s factories are now finding it difficult to keep up with the demand of shoe manufacturers for their patent leather.

Another convincing proof of the effectiveness of the campaign has been found in a check-up of retail shoe outlets throughout the country. Department stores and shoe retailers, it has been found, are featuring patent leather, not only

in black but in colors, in individual advertisements in their locality.

The main emphasis on the campaign has been to convince retailers of the profitableness of stocking patent leather. Reprints of the campaign, however, are being mailed consistently to shoe manufacturers in order that they may also learn the story that the balloting told.

Of course, the patent leather shoes now being sold by retailers generally fall into the higher price classes—\$7.00 and over a pair. The

next step in the company's promotion will be to emphasize the success with which these higher priced patent leathers are being sold, and to convince manufacturers to make patent leather shoes for in-stock requirements of the retailers.

In the few months that it has launched its advertising campaign the Seton company has seen a product, which a few months ago had little demand, shift to a point where patent leather now sees itself well on its way to its former place in the shoe field.

+ + +

## Free: 25 Kilowatts

LAST fall the Hartford Electric Light Company, Hartford, Conn., announced in page newspaper space a plan that aimed to increase the use of current and at the same time give customers the benefit of a lower rate.

Beginning December 1, twenty-five kilowatt-hours of increased use, it was said, would be given free to each customer for each five kilowatt-hours of increased use purchased up to a limit of fifty free kilowatt-hours per month.

It was announced, further, that when the average use in the community reaches the figure of 100 kilowatt-hours per month, the new rate will be made available to all, regardless of individual usage.

The company has continued to use large space in the newspapers to tell about the details of the plan and to announce how it is working out in individual instances. In order to consume the added current, it is necessary in the cases of most householders that new elec-

trical devices be purchased. As a consequence of this, there has been an increase in the advertising of dealers who sell electric refrigerators, ranges, washing machines, vacuum cleaners, and the small appliances such as radios, flat irons, toasters, percolators, waffle irons and heaters.

A booklet explains in simple language just how the new plan works. All through the booklet and in the newspaper advertising as well the point is emphasized that "increased usage means lower rates for all through our 'Share the Benefits' plan."

In a February advertisement, an actual consumer's electric bill was reproduced, showing that after the installation of an electric range sixty-five kilowatt-hours of additional current were used in the month of December.

After crediting fifty hours without charge, the electric cooking for the month was shown to have cost 45 cents.

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### Join Reliance Graphic

Charles H. Hickok, for five years production manager of the direct-mail division of the R. H. Donnelley Corporation, is now with the Reliance Graphic Corporation, New York, in a similar capacity. Louis Livingston, who recently headed his own direct-mail organization, has joined Reliance Graphic as head of its dealer direct-mail division.

### Heads Poor Richard Players

The Poor Richard Players, dramatic group of The Poor Richard Club of Philadelphia, has elected the following officers: President, Dairymple Smith; vice-president, Romolo De Luca; secretary-treasurer, George Schabacker. Directors elected are Sylvan Hofheimer, Jack Lutz, Merle Schaff, Stanley Stady and Charles Kamier.

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# Group Selling by an Industry

Air Conditioning Divisions of Electrical Manufacturers Tackle  
New York, One Trade at a Time

By Edward J. Hegarty

Westinghouse Electric & Mfg. Co.

AIR conditioning is new to the public. Stories are written with screaming heads—"Our Next Great Industry." Press agents release propaganda on prices that are ridiculously low; contractors talk loosely. Executives, shopkeepers, building owner and householders read and wonder "What will it do for me?"

There are stories that the installation cost is high; that the equipment costs too much to operate; that on one job the estimates were from twice the cost stated in the lowest bid; that the such-and-such company (always a well-known name) bought an air-conditioning installation that did not live up to promises. The prospective buyer finds it all very difficult and confusing.

This was the situation that led the air-conditioning manufacturer members of the Electrical Association in New York—Frigidaire, General Electric, Kelvinator and Westinghouse—to ask "Why couldn't a group of prospects, office building owners for instance, be brought together for a fair and impartial discussion of air conditioning as it affected their interests?" The association's auditorium would seat 400, all the facilities for presentation were available and the talent to tell the story was ready and willing.

After a full discussion, it was decided that the idea was worth a try during the winter months when active negotiation work was slack. Groups to be invited were selected and a program plan was worked out. The message was to be one from the industry. While the speaker would be a representative of one manufacturer, he would not

present the views of his own company or of his company's engineers. Apparatus would be discussed in relation to what it did, and not in connection with its technical details or points of superiority.

The first meeting staged under this plan brought out over 300 architects; the second an equal number of building owners, rental agents, etc. At each meeting the subject was discussed from the angle of audience interest. Subsequent meetings were held for physicians and surgeons, women's wear shop owners, restaurant owners, beauty parlor owners and men's clothing shop owners. These meetings also were well attended.

## Invitation Enclosed with a Letter

The original invitation went to the prospect in a letter from the association. Those wanting to come were asked to request tickets. Tickets were used so that some idea of attendance could be gained. On the day before the meeting a postcard reminder was sent to those who had asked for tickets. About 60 per cent of the tickets sent out were turned in at the door.

Each manufacturer followed the association's letter with one to his individual prospects; and the electric light company mailed invitations to its customers. Business-paper editors were invited and the trade associations of the industry were informed.

The letter of invitation from the association was in most cases so worded that the prospect knew that he would not be solicited by salesmen if he attended. Here is a typical letter of invitation:

# Remote Irish Village Is Deluged with \$10,000 in Money-Orders

*Through article which appeared eight months ago in HARPERS MAGAZINE local postmaster reports he is still receiving inquiries and cash from all parts of America.*

**I**N the June, 1934, issue of Harpers Magazine, there appeared an article by John J. McCarthy on the Irish Sweeps. For the purpose of describing the tremendous interest in the Sweepstakes all over Ireland, Mr. McCarthy told of a visit to a remote village and mentioned the names of a few of its leading families.

**NET RESULT.** Shortly after the June Harpers was issued, every blessed one of these families was bombarded with requests and actual money drafts for books of Irish Sweeps tickets.



Harper Author John J. McCarthy, well known in the advertising sectors of Manhattan and long connected in an executive capacity with McCann-Erickson, Inc., New York.

In the short span of a few months, the local Irish village postmaster reported more than £2,000, or practically \$10,000, directed to persons whose names were mentioned in the Harpers article. Even today, eight months later, these Irish villagers are still getting letters and cash. Mr. McCarthy too received many requests for tickets which he returned to the senders.

"In my years of experience as a writer," states Mr. McCarthy, "both in editorial and advertising work, I have never seen any response quite equal to this. As an advertising copy writer, I have written ads on everything from



encyclopedias to sealing wax. In this Sweeps article the idea of getting any replies was not even thought of in the preparation of it. The mentioning of the name of the village and its families was quite accidental. The resulting avalanche of money-orders certainly testifies to the live reader-interest of *Harpers Magazine*. From the hundreds of letters received not only from this particular Irish Sweeps article but from others which I have written in the past for *Harpers*, I know that *Harpers Magazine* is read intensely."

Supplementing Mr. McCarthy's testimony, the editors of *Harpers Magazine* have on file thousands of other letters from readers which establish the genuine responsiveness of its audience. A quality audience which represents an "outstanding buy" in the quality magazine field. Its *live* editorial content, its *live* readership and its consistent gains make *Harpers* the most discussed magazine in America today.

# Harpers

## MAGAZINE

*"The Most Discussed Magazine in America Today"*

49 EAST 33RD STREET, NEW YORK

*"ONE OF THE QUALITY GROUP"*

DOCTOR RICHARD ROE  
NEW YORK, N. Y.

DEAR DOCTOR:

AIR CONDITIONING FOR THE  
PHYSICIAN AND SURGEON

Will be the subject of a meeting sponsored by this Association at its Electrical Institute, seventh floor, Grand Central Palace, 480 Lexington Avenue, New York, on December 12th at 8:15 P. M.

The program is designed to give practical facts on the value of air conditioning from the standpoint of its physiological effect upon patients and its comfort to them.

The speaker, Mr. Louis Levine, well-known air conditioning engineer, is an authority on the subject under discussion. He will not present the views of one manufacturer or group of engineers, but the consensus of the best thought of the air conditioning industry.

Mr. Levine will attempt to answer such questions as his audience may wish to have answered following his address. If you have any questions on the subject now, send them in. They will be answered during and as part of his address. There will be no sales solicitation at his meeting.

Admission will be by ticket. If you want to attend, just fill in the coupon below and return this letter to us. We will then send tickets.

Very truly yours,

J. J. DONOVAN, *Chairman,*  
AIR CONDITIONING SUB-COMMITTEE,  
POWER DIVISION, INDUSTRY PROGRAM COMMITTEE.

Please send me ..... tickets to your Air Conditioning Meeting to be held December 12th.

Name .....  
Firm .....  
Address .....



**Bloch Names Agency**

Bloch, Inc., Philadelphia, go-carts and children's furniture, has appointed Byren-Weil-Weston, Inc., agency of that city, to handle its advertising.

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**Joins McClanahan**

E. J. Frazier, formerly of the New York office of *Grade Teacher*, has joined A. B. McClanahan, magazine representative, New York.

Each meeting followed the same pattern. First, a chairman explained the idea behind the meetings; second, a speaker talked for forty minutes on the subject and third, there was a question-and-answer forum.

In preparing his talk, the speaker of the evening conferred with the representatives of the other manufacturers. Information and illustrations showing installations were supplied by all, pooled and the best of the lot used. Each main talk was laid out over a plan. First, the audience was told what air conditioning was, how air could be cooled in summer and then dehumidified, how it could be washed and circulated and filtered. Then the various types of systems available were discussed.

From here the speaker went into actual installations showing photographs of jobs, telling why they were installed as they were and then giving costs on the installation. When he was finished the audience had a fair, common-sense idea of what air conditioning could and could not do for that industry.

These talks in processed form were made available to the salesmen of the member manufacturers. Armed with such a talk the man could say, "This is not what my boss, or my engineers say—this is the thought of the industry."

The large number of questions asked in the open forum indicated deep interest and brought out a number of points in connection with the equipment which helped shape future meetings and also gave ideas for advertising copy and sales presentations. The guests asked questions that brought out evidence to show that a great amount of misinformation was in circulation.

**Liquor Account to Rankin**

The United Spirit & Wine Import Corporation, New York, has placed its advertising account with the Wm. H. Rankin Company, of that city.

**Now John Blair & Company**

The name of Greig, Blair & Spight, Inc., radio station representative, with headquarters in Chicago, is being changed to John Blair & Company.

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# I See Where . . .

BROADCAST Division of Federal Communications Commission to hold conference in Washington on May 15 of "all broadcast licensees of the Commission, the N. A. B., all chain broadcasting companies, all educational, religious and non-profit eleemosynary institutions and all persons, groups and associations" interested in broadcasting. . . . Canada may get "Fair Trade Commission" as result of testimony before Price Spreads Commission according to *Canadian Grocer*. . . . Division of Subsistence Homesteads announces two new projects, one in Newport News (100 negro families), one in Denver (100 individual homesteads). . . .

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Canada's total retail merchandise trade in 1933 totaled \$1,776,884,000, decrease of 7.3 per cent from 1932, says *Marketing*. . . . North Carolina House increases tax on filling stations. . . . New Jersey legislature shelves chain-store tax. . . . N.R.D.G.A. to make 1935 study of store publicity expense. . . . Food and grocery chain-store association disapproves "loss leader" as a merchandising policy in resolution to N. I. R. B. . . .

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"Consumers' Guide" now published by AAA, may be turned over to National Emergency Council, rumors *United States News*. . . . NIRB rules that no bases of code contribution will be approved which provide for certain fixed minimum or maximum contributions, flat assessments of uniform amounts for all members of an industry or sliding scale contributions providing variations by brackets. . . .

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Co-operative advertising proposed to build heating oil market according to *National Petroleum News*. . . . Aeronautics manufacturing industry produced 1,615 aircraft in 1934, more than any year since 1930, says Bureau of Air Commerce. . . . Wagner of New York introduces S. 2301 "granting the consent of Congress to agreements or compacts between any two or more States with respect to duplication and evasion of State and local tax laws." . . . Germany to ban radio advertising on October 1, according to *A. P.* dispatch. . . .

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Unemployment off 23.7 per cent from peak in 1933 announces National Industrial Conference Board. . . . With no presidential or Congressional elections ahead, looks as though this session of Congress may run to mid-July. . . . Eight-point Administration program includes: Security bill, banking legislation, transportation, ship subsidy bill, extension of NRA, labor legislation and food and drug bill, all to receive attention of Congress soon, according to *New York Herald Tribune*. . . .

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Federal Housing Administration to sponsor high school essay contest with Howard Davis, Grove Patterson, M. H. Aylesworth, and W. S. Paley among those on committee. . . . State of Louisiana permanently enjoined from attempting to collect State 2 per cent tax on newspaper advertising by Federal court. . . . Dollar volume of retail financing

of new passenger automobiles up 46 per cent for February over February, 1934, and up 155 per cent over February, 1933, according to Department of Commerce. . . .

Wholesale commodity prices down three-tenths of 1 per cent during week ending March 16, with index 79.4 per cent of 1926 average, says Bureau of Labor Statistics. . . . "There is scant basis for adopting other than a conservative attitude toward business for the next several months at least," says Standard Statistics Co. . . . Business activity in February showed slight gain over January, according to National Industrial Conference Board. . . . *Review of Reviews* index of general business 63.9 on March 16 against 62.9 previous week and 63.3 corresponding week in 1934. . . . *Business Week* index 62.6 against 63.2 preceding week, 64.2 year ago, and 69.4 average 1930-34.

G. M. S.

\* \* \*

### New Department for Wilson & Company

The activities of the publicity-advertising department of Wilson & Company, Chicago, have been taken over by the newly organized sales promotion department which will be under the direction of Don Smith, with Ted Tod as assistant.

Mr. Smith's activities in connection with branch house and car route advertising, merchandising and sales promotion will be under the supervision of J. A. Hamilton, sales manager.

John C. Cutting, for four years advertising manager and director of publicity, has resigned.

### Philadelphia Office for "Time"

*Time*, New York, has opened a branch office in the Girard Trust Company Building, Philadelphia. Brooks Hering, who has been with the New York office for some years, will be in charge of the new office which will serve Maryland, Delaware, District of Columbia, Eastern Pennsylvania and Southern New Jersey.

### Walz to Kreuger

Charles A. Walz has been appointed sales manager of the case department of the G. Kreuger Brewing Company, Newark, N. J. For twenty years he had been with the Hoffman Beverage Company. More recently he has been engaged in sales and advertising work with breweries.

### Advanced by CBS

Hal Hudson has been appointed continuity editor of the Chicago office of the Columbia Broadcasting System. He has been with the continuity department for the last two years.

### Represents Sports Papers

The Ewing, Hutchinson Company, Chicago, has been appointed Midwestern representative of the *National Sportsman* and *Hunting & Fishing*, Boston.

### Red Star Line Account to Rankin

The Red Star Line has appointed the Wm. H. Rankin Company, New York, as its advertising agency. Weekly sailings of the modernized Westernland and Pennland to Southampton and Antwerp will be promoted. A feature of the campaign will be a "drive on" service for passengers who take their cars with them. Newspapers and a few magazines will be used.

The Parker Herbox Corp., New York, has also appointed the Rankin agency to direct the advertising of its hair and scalp treatment products.

### Metal Arts Acquires Havalite

The Metal Arts Company, Inc., Rochester, N. Y., has leased the entire equipment and machinery of the Havalite Products Company, of that city. L. F. Heberger, who has been associated with A. G. Stevenson, owner of the Havalite company, as sales manager, will have charge of the Havalite Division of the Metal Arts Company.

### T. L. Ryan Joins Capper

Thomas L. Ryan has been appointed general manager of the Missouri Agricultural Publishing Company, St. Louis, a printing and publishing concern headed by Senator Arthur Capper. Mr. Ryan was formerly general manager of the St. Louis *Star-Times*.

### Ostberg Joins Colloidal

O. Elmer Ostberg, formerly sales and advertising manager of The Drug Products Company, Inc., is now with the Colloidal Laboratories, New York, as manager of the pharmaceutical department.

### Appoints Redfield-Johnstone

The American Drug Company, St. Louis, has appointed Redfield-Johnstone, Inc., New York agency, to direct its advertising. Newspapers will be used.

# NRA Grade Labeling Mix-Up Confuses Canners

A good example of the sometimes irritating lack of co-ordination between various departments of Government is found in the experience of the canning industry with grade labeling. The NRA group who have been dealing with the industry have been pushing grade labeling vigorously with the result that they have caused confusion and misunderstanding with a number of the canners. As a result the National Canners Association, in order to clarify the situation, issued the statement printed below.

THE NRA division administrator in charge of the Canning Industry Code has sent to label manufacturers advice and suggestions that are being interpreted as meaning that grade labeling will be required at a future date and that to meet this expected requirement, as well as to avoid future difficulties, canners should put on their labels a grade designation such as A, B, or C, or Fancy, Choice, or Standard. Circulation of the division administrator's advice and suggestions among canners has led to further confusion and misunderstanding of the situation with respect to label supplies for the current year.

In view of this situation the association directed a letter, under date of March 11, to the Industrial Advisory Board, inquiring whether there was a basis in fact for the inferences that might be drawn from the suggestions that had been circulated, and requesting information as to the present status of the labeling question. The association has received from W. P. Witherow, vice-chairman of the Industrial Advisory Board, National Recovery Administration, the following letter, under date of March 19:

**DEAR MR. GORRELL:**

In answer to your question relative to the status of proposed label regulations under the Code of Fair Competition for the Canning Industry, No. 446, we have made various inquiries and find the situation to

be as follows to the best of our knowledge and belief.

Under the executive order approving your code there was a requirement that the industry designate a committee to co-operate with the Administrator in the formulation of standards of quality for products of the industry, and to make recommendations to the Administrator within ninety days for the inclusion in the code of provisions dealing with standards and labeling requirements. Inasmuch as the report required by the above clause has been made, the industry has fulfilled the obligation imposed upon it by the executive order. So far as we know, the National Recovery Administration has not committed itself to any specific labeling program, although it is apparent from releases that the Consumers' Advisory Board and some of the bureaus in the Department of Agriculture favor symbolic labeling.

Canners would therefore seem to be under no obligation pending voluntary amendment of their code to make any changes whatsoever in their labels, except as required by the Department of Agriculture, or except such changes as they may be inclined to make voluntarily.

The association's labeling committee, at the time of the annual convention, gave canners its advice as to the ordering of label supplies. That advice was based on the situation as of that date, and it has not since changed. The National Canners Association in a circular

letter, under date of February 23, again brought the subject to the attention of canners. The present situation, briefly summarized, is as follows:

The division administrator in charge of the canning industry code has taken no action on the report submitted to him by the industry's standards and label committee last September.

The canning industry has, since the submission of that report, reaffirmed its opposition to grade labeling and is going ahead with its task of developing a descriptive labeling system.

Under the circumstances, adoption of grade labeling can be effected only through the canning industry reversing its position or by the President approving the imposition of grade labeling on the industry by the NRA.

Action in the near future by the Administration to impose grade labeling upon the canning industry contrary to the expressed wishes of the industry is unlikely, in view of the fact that legislation for continuance of the National Industrial Recovery Act after June 16 is yet to be formulated, and especially in view of the statement made to the Senate Finance Committee by Donald Richberg, executive director of the National Emergency Council and director of the Industrial Emergency Committee. In this statement Mr. Richberg presented recommendations as to revision and extension of the National Industrial Recovery Act, prepared by representatives of the National Recovery Administration, among which was the following:

"The President's power to impose conditions upon his approval of a code, or to require amendments or modifications thereof,

should be explicitly given. But the proponents of voluntary codes should have the right to withdraw their consent from codes so modified as to be unacceptable to them."

The labeling committee, in view of the fact that the industry is committed to a descriptive labeling plan as recommended to the National Recovery Administration by the industry's committee last September, has advised canners to place orders, as they would under ordinary circumstances, for the labels they will need during the current season, but not to order supplies in excess of the amount needed for the season.

The descriptive labeling plans will be carried forward as rapidly as possible, but it will take time to work out the details before the plan can be placed in operation.

Canners are free, of course, to make such changes in their labels as they desire and as may be in conformance with the Food and Drugs Act. It is the Food and Drugs Act that governs labeling and it is the Food and Drug Administration, not the National Recovery Administration, that will ultimately determine whether labels are acceptable to the Food and Drug Administration and whether labeling as done by the canner conforms with the law.

Canners may make an effort, if they so desire, to anticipate future labeling requirements. This, of course, will involve an expense which may or may not be justified by future developments. The only safe guide in making a decision is to be found in the facts of the situation, not in advice which, if followed, would accomplish by indirection the ends which proponents of grade labeling have otherwise been unable to attain.



#### Death of J. R. Rison, Sr.

John R. Rison, Sr., seventy-seven years old, former newspaper publisher, died at Paris, Tenn., recently. He is survived by three sons, two of whom are in the newspaper business—Jasper E. Rison, circulation promotion manager of the Louisville *Courier-Journal* and *Times* and John R. Rison, Jr., publisher of the *Paris Parisian*, a weekly newspaper.

#### New RCA Department

The RCA Manufacturing Company, Camden, N. J., has formed a new visual sound products department, headed by John K. West, as manager, to handle sales activities in connection with sixteen millimeter sound-on-film amateur motion picture cameras, sound projectors, for school, home and industrial use, slide-film mechanisms and sound advertising trucks.

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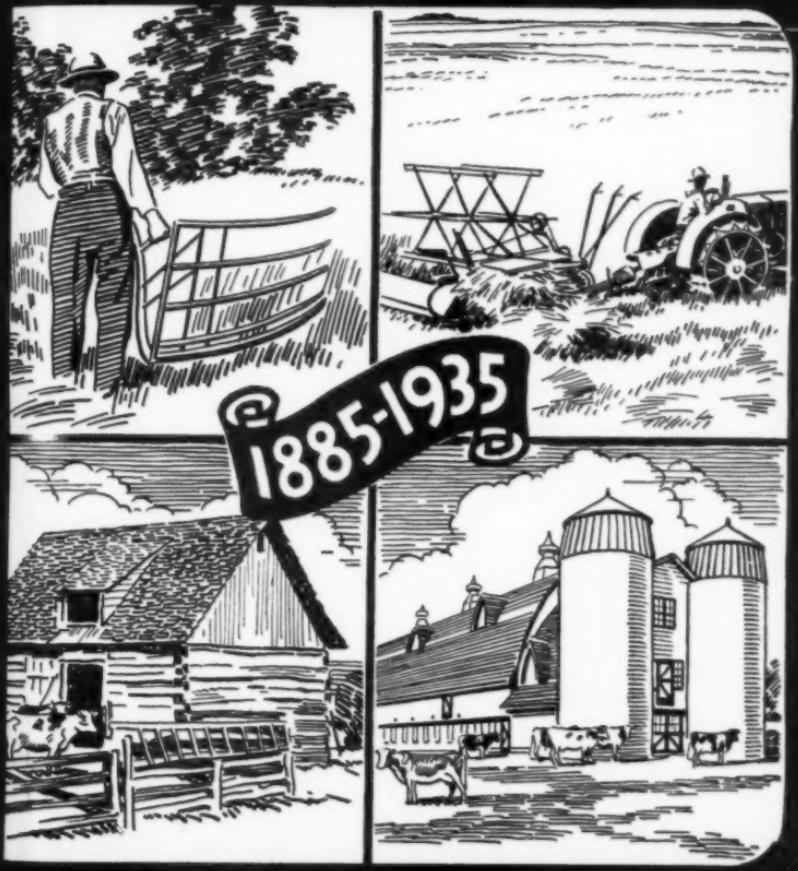
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# We have stood THE TEST OF TIME



50TH ANNIVERSARY  
FOARD'S DAIRYMAN

# THE FARM PAPER

● soliciting your consideration purely on the basis of quality circulation. Ever since HOARD'S DAIRYMAN was founded in 1885 its service has been based on its influence with dairy farmers . . . the most intelligent and prosperous people in American Agriculture. The easy path of quantity circulation and coverage has held no attraction for us. Quality is as vital a need in farm paper circulation as it is in products seeking supremacy and national favor. The acceptance of our paper during these years, and especially the last decade, has clearly and conclusively proven the wisdom of our policies.

IN

# HOARD'S DAIRYMAN

A JOURNAL DEVOTED TO DAIRY FARMING

1885

Our 50th  
Anniversary

1935

**INFLUENCE,**  
*not just coverage*

# Select your best PROSPECTS



and sell them through

**HOARD'S DAIRYMAN**

*"The National Dairy Farm Magazine"*

FORT ATKINSON, WIS.



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# Louis Wiley

A Few Words Written in Appreciation of Departed New York "Times" Business Manager

ON February 7, PRINTERS' INK said this editorially: "Louis Wiley, veteran business manager of the New York *Times*, finds himself this week a living refutation of the theory that not until a man passes on do his character and attainments reap applauding recognition."

The occasion for this tribute was the annual dinner of the Society of the Genesee, of which Mr. Wiley was the founder.

A letter of acknowledgment which Mr. Wiley wrote us on February 12—which was just about five weeks before his death on March 20—shows in four terse sentences the kind of man he was.

"I am grateful," he wrote, "for the editorial expression in the February 7 issue of PRINTERS' INK. The Genesee dinner was a happy and memorable occasion though I was somewhat embarrassed by the extravagance of the speakers.

"It has been my privilege and good fortune to have my career synchronize with Mr. Ochs' building of the greatest journalistic institution of modern times. Mine has been a minor part in that development and I hope my public disavowal at the dinner was sufficient to clear the record."

In other words, commenting on the sentences of his letter one by one, he was appreciative, gentlemanly and kindly. He knew his strength and ability; yet, the same as all outstanding men (great not in stature but in mind and in soul), it irked him to hear his own praises in public. His life was submerged in that of the great newspaper which was his pride and his joy. His part in building the New York *Times* was no small one. Yet that was of little moment to him. Of what account was glory, regardless of the price, as long as it all went to the institution he served?

Fifteen years or so ago, the



writer of these words saw a distinguished appearing little man, whom we did not then know, walk up to the front row (he always sat there) at a convention of the Audit Bureau of Circulations in Chicago, open a copy of the New York *Times* and lovingly turn over its pages while the meeting was in progress.

"Our little friend," we whispered to Marco Morrow, who happened to be sitting nearby, "seems to be interested in the *Times*."

"Yes, of course," was the reply. "He is Louis Wiley."

In some people this would have been ostentation. But with Mr. Wiley it was something else; he had purchased his copy of the newspaper just as he was entering the meeting and could not wait to see what it contained.

His was a life of devotion—devotion to his chief, to his job, to his ideals, to his friends, to the general good.

Mr. Wiley's widespread activity and his prominence as the representative and spokesman of the *Times* at dinners and conventions, attached significance to his work in journalism. But his contribu-

tion was, in the major part, identified with the business end of the paper which was under his direction for close to thirty years, and his life was devoted principally to work with advertisers. He was a force in all movements which had to do with the betterment of advertising and he never lost an opportunity to set forth as an example the censorship policy of the *Times*.

#### Mr. Wiley on Advertising Censorship

Once he made a speech at a world advertising convention in Berlin in which he summed up the principles he advocated.

"Censorship," he said, "does not imply a guarantee of advertising. No publisher can or should accept legal liability for all statements made in advertising. It is an impossible task for any publication to verify every statement in announcements concerning merchandise or services, and no advertiser should be permitted to shift to the publisher the financial responsibility for the statements the advertiser makes in his copy. The publisher can, and should, however, see that the only firms admitted to his columns are the kind which do guarantee their statements. That is placing the guarantee upon the shoulders where it belongs.

"Advertising as a whole suffers from the sins of the few. The fact that reputable newspapers and other publications establish careful censorship of their columns is not an indictment of advertising any more than our police force is proof that every citizen is a criminal. Censorship is instead evidence that the publisher believes that the great body of advertisers are honest and law-abiding, and that they are entitled to protection from the competition of the unscrupulous few."

Mr. Wiley had a prodigious capacity for work. He saw every piece of mail which came to him and did something with each. Even if it were a circular he would forward it to some individual in the *Times* organization who might have an interest in the subject, or he would pass it on to a friend.

He had an office staff of five, all engaged in some phase of secretarial work. He amazed people with his thoughtfulness and was constantly doing something to recognize the importance of events in the daily lives of the host of people whom he knew.

Whenever he was approached for a statement on some controversial issue of the day, or whenever he was present in a discussion which centered about a difference of opinion, he would say something in a humorous vein which uncovered the fallacy of not keeping an open mind to the problems of those who held to a divergence of opinion. He had a spontaneous wit which enlivened many a meeting. He would make notes of what was going on and the puns which he would later shoot across to his audience were testimonials to his sharp observation.

His many sound and business engagements presented a problem which not unusually required that he attend two or more gatherings in one evening. His secretaries would have to decide what would be the high point of a dinner and lay out a schedule so that Mr. Wiley could put in an appearance and then go on to another gathering.

The demands upon his time by visitors also made it necessary for a similar division of time. There would be two or three people always waiting to see him, not in a reception room but in his private office. There was little or no buffering done as Mr. Wiley didn't believe it fair to keep visitors waiting. A visitor would go to his desk, Mr. Wiley would quickly bring him to the point and make a decision; and as the caller would be leaving, the next one would be in discussion with him.

Apart from immediate business Mr. Wiley's interests lay in his annual trip abroad and the furtherance of international amity. On his vacations he would visit with the dignitaries of foreign countries and several times these interviews were cabled to the *Times* which published them under his by-line. It was his good friend, Cardinal Hayes, who made arrangements for

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an audience with Pope Pius XI, writing to the Vatican that though Mr. Wiley was not of the faith, he was one of the best friends out of it.

In his office Mr. Wiley demanded speed, accuracy and system and these demands reflected themselves in the training of those who worked with him. He seldom, to outward appearance, purposely schooled those who worked with

him but in making them hew to the line in his conception of management, instilled in them his principles of good business.

Colonel Julius Ochs Adler will, for the present, supervise those departments which had been under Mr. Wiley's direction. Colonel Adler, vice-president of the *Times*, has long had contact with this side of the business in conjunction with his other duties.

\* \* \*

## Radio Conference

AS spokesman for radio, True-man Ward, president of the National Association of Broadcasters, at a conference held in New York this week, pledged the co-operation of the association in any constructive attempt which would be made by the Women's National Radio Committee.

The conference was arranged by Anning S. Prall, chairman of the Federal Communications Commission. It discussed ways and means of promoting better radio, of arriving at a basis of co-operation leading to a high standard in broadcasting. Those present also included M. H. Aylesworth, president NBC; Franklin Dunham,

educational director NBC; Frederick A. Willis, assistant to the president of CBS; Mrs. Harold Vincent Milligan, chairman of the women's committee, Madame Yolanda Mero-Irion, advisory chairman and Luella S. Laudin, executive secretary, and Philip G. Loucks, managing director of the N.A.B.

Commissioner Prall reiterated a stand previously taken by the Commission and made it clear that the only interest the Commission had in radio was to keep it at a uniformly high standard. He expressed a wish to work with both the broadcasters and the women's committee to that end.

\* \* \*

### Names Norris-Patterson

The English Electric Company of Canada, Ltd., St. Catharines, Ont., has appointed Norris-Patterson, Ltd., Toronto, to handle its advertising. Business papers will be used. Norris-Patterson will also handle a campaign in business papers for the B. F. Sturtevant Company of Canada, Ltd.

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### Has Melrose's Tea

The Hazard Advertising Corporation, New York, has been appointed to direct the advertising of Melrose's tea, made by Melrose, Ltd., Edinburgh, and represented in the United States by the Renken & Yates Smith Corporation.

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### St. Louis Agency Appointed

The Monarch Metal Weatherstrip Company, St. Louis, has appointed Mortimer W. Mears, Inc., agency of that city, to direct its advertising account. Business papers and radio will be used.

### WBKF Now WIRE

Upon authorization from the Federal Communications Commission the call letters of Station WBKF, Indianapolis, have been changed to WIRE. The change was made to end confusion arising from similarity between the former name and that of WFBM, also of Indianapolis.

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### New Account to Greve

The American Hoist & Derrick Company, St. Paul, Minn., has placed its advertising account with the Greve Advertising Agency, Inc., of that city. Bronson West is in charge of the account.

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### Eckhart Joins Food Broker

Charles G. Eckhart has joined the staff of Stuart C. Thompson, San Francisco food broker. He formerly was publisher and business manager of *Packing Review* and business manager of *Western Advertising*.

# A Dealership Changes

ELSEWHERE, this issue of PRINTERS' INK devotes several pages to an exposition of the opportunity that, under the FHA, confronts the building industry, the publishers, and the advertising agencies.

In Washington, Administrator James A. Moffett throws into gear a merchandising mechanism that will disseminate information to the public and send "missionaries" into the field to spread the gospel of more and better housing.

It would be heartening to visualize the retailing outlets as waiting, eagerly and alertly, for the first, outermost wavelets of the buying urge to reach their communities—or as anticipating the wavelets' arrival.

But, relayed to P. I. by Birge W. Kinne, of *Better Homes & Gardens*, to whom it was passed along by H. E. Gosch, president of the Weatherbest Corporation, the following letter from a retail outlet seems to shadow forth a need for

dynamite, or something, along the retail front.

WEATHERBEST CORPORATION,  
NORTH TONAWANDA, NEW YORK.

GENTLEMEN:

We have your letters of January and February 18, 1935, in regard to an inquiry addressed to you by Mr. Louis Kruber, of this city. Mr. Kruber has not tried to get in touch with us, but we feel that if he is sufficiently interested he will do so, and, therefore, are waiting to hear from him.

If we hear anything concerning this prospect, we will let you know and co-operate with you.

Very truly yours,

Add epilog: When and if Mr. Kruber is brought in touch with his dealer, the dealer may not be the one who wrote the letter just above. Because, for Weatherbest, that dealer will probably not be dealing any more.

\* \* \*

## Another Advertising Tax

DEFEATED in Louisiana—by a three-judge Federal court—is Huey Long's projected law to tax the advertising volume of newspapers with circulations, within the State, of more than 20,000 copies weekly.

Pending before Governor D. Martin, of the State of Wash-

ton, is an omnibus tax measure that proposes to levy one-half of 1 per cent upon display advertising and upon radio advertising, as well.

As happened in Louisiana, the Washington governor's signing of the bill probably will precipitate a fight on constitutional grounds.

\* \* \*

### U. S. Chamber of Commerce Plans Annual Meeting

The twenty-third annual meeting of the Chamber of Commerce of the United States will be held at Washington from April 29 to May 2. National policies confronting business and Government will be discussed.

### Helen L. Slater with Hecht Company

Miss Helen L. Slater has been appointed executive assistant to Louis E. Shecter, sales and publicity director of The Hecht Company, Washington, D. C. Miss Slater was formerly with N. W. Ayer & Son, Inc., for five years.

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BRANCH  
NEW YORK  
CHICAGO

*the shortest way*  
**FROM PATTERN  
 TO PAGE**



9 a.m.  
**ACCOUNT EXECUTIVE:** "This advertisement must be in the hands of every daily in the country in 48 hours. How can we do it?"

**PRODUCTION MANAGER:**  
 "I'll rush the pattern to Rapid. If anyone can save our necks, Rapid can."

Half an hour later  
 the pattern is on its  
 way to Rapid.



THIS is the pattern. And on the right is the electrotype—one of many others from this pattern, all of highest quality, all produced rapidly.



And here—the following afternoon—a reader as far away as the West Coast is enjoying his paper, reading and heading the advertisement that the agency executive was afraid wouldn't get there in time!

*The Rapid*  
**ELECTROTYPE Co.**

LARGEST PLATE MAKERS  
 IN THE WORLD

BRANCH OFFICES:  
 NEW YORK  
 CHICAGO

ATLANTIC ELECTROTYPE & STEREO TYPE CO., 228 East 43rd Street, New York

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# Apples

UNDER authority of an apple growers' code, apples grown in the State of Washington have been advertised since the middle of January in all but six States of the country. The appropriation of \$75,000 was obtained from an assessment of one cent a box on all apples packed. The funds are disbursed through the office of the State Director of Agriculture.

On January 1, the growers found themselves with 33 per cent more apples on hand than on a similar date a year ago. Sales this year have since increased to where they are ahead of a year ago. As a specific instance, the unloads of Washington apples in Milwaukee increased 122 per cent during February this year over last—from twenty-two cars to forty-nine cars.

The advertising has appeared in

some fifty newspapers in the chief markets for Washington apples. Outdoor bulletins and radio have also been utilized. Dealer helps—more than a half million individual pieces in the nature of window pennants—have been distributed in 559 cities.

The movement of Washington apples has been the heaviest of any like period in the last five years. It is anticipated that from \$150,000 to \$175,000 will be available for next year's advertising.

A special test campaign to determine the value of field men working in co-operation with retail stores to push the sale of apples is now being conducted in Cedar Rapids, Iowa. If the venture proves worth while it will be enlarged next year and a number of men put in the field.

\* \* \*

## Packer Starts Campaign in New England

Newspapers are being used in a direct-to-consumer campaign which California Table Specialties, Inc., has started in New England to open up that territory as a market for its line of 130 fruit, vegetable, sea food and other packaged items. Thomas H. Reese & Company, Inc., New York agency, is handling this campaign.

\* \* \*

## Brown & Bigelow Transfer Skaug

H. Skaug, formerly manager of the St. Paul office of Brown & Bigelow, advertising specialties, has been transferred to the St. Louis office in the same capacity.

\* \* \*

## With Bachenheimer-Dundes

William J. Mitchell, formerly in the copy department of the Sterling Advertising Agency, has been added to the copy staff of Bachenheimer-Dundes, Inc., New York agency.

\* \* \*

## Advanced by Florida Paper

W. Wisner Wilson, of the advertising staff of the St. Augustine, Fla., *Record*, has been made advertising manager. He succeeds W. P. Arnold, resigned.

\* \* \*

## Has Aircraft Account

The Lambert Aircraft Corporation, Robertson, Mo., has placed its advertising account with the Chicago office of Beaumont & Hohman.

## Rood Heads Cleveland Marketing Group

Allan Rood, of Fuller & Smith & Ross, Inc., Cleveland agency, has been elected president of the Cleveland Chapter of The American Marketing Society. He is one of the founders of the chapter. Other officers elected are B. J. Brooks, B. F. Goodrich Rubber Company, vice-chairman, and O. J. Marsh, professor of marketing, Cleveland College, secretary.

\* \* \*

## Rochester Women's Club Elects

Miss Adeline Bush has been elected president of the Rochester, N. Y., Women's Advertising Club. Miss Alice Masseth has been elected treasurer and Miss Mary O'Connell, secretary.

\* \* \*

## Starts "Health and Hygiene"

The Daily Worker Medical Advisory Board, New York, has started publication of a new monthly called *Health and Hygiene*. Lester Fuller is advertising manager.

\* \* \*

## Names Keelor & Stites

The Davis Welding & Manufacturing Company, Cincinnati, vehicle tanks, has appointed The Keelor & Stites Company, of that city, as advertising counsel.

\* \* \*

## Kelvinator Appoints Knighton

J. K. Knighton has been appointed manager of the air-conditioning sales department of the Kelvinator Corporation, Detroit.

# P. I. Advertising Index

General Index for February 8.3 Per Cent Above Last Year;  
Outdoor Registers Gain of 12.6 Per Cent

By L. D. H. Weld

Director of Research, McCann-Erickson, Inc.

FOR February, 1935, the general index stood at 74.7 as compared with the base period 1928 to 1932, which equals 100. This represents an increase of less than 1 per cent over January, 1935, when the index was 74.5. Advertising activity in February is normally greater than in January.

The general index has been corrected for seasonal variation, so that the February figure indicates that advertising in that

month had only the usual seasonal pick-up.

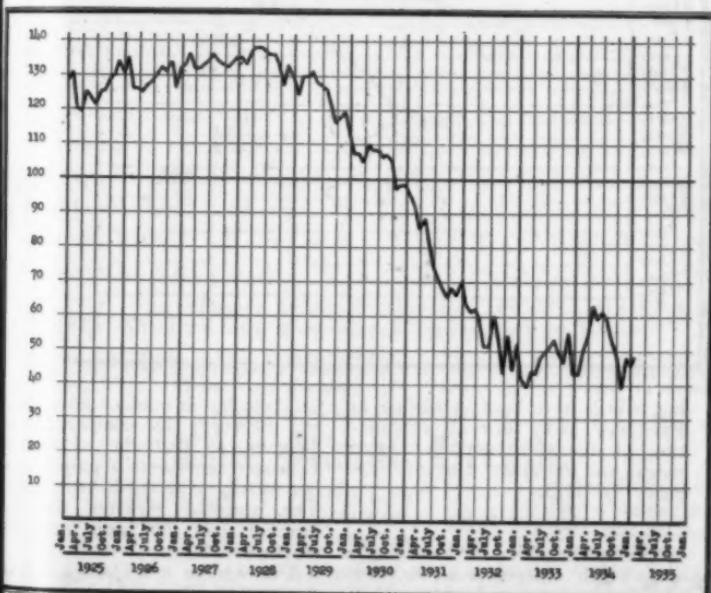
On the other hand, the February index is 8.3 per cent higher than February, 1934, when it was 69.0. This increase is very slightly smaller than the gain of 8.8 per cent for January as compared with the same month a year ago.

The general index is a composite of the five separate indexes for magazines, newspapers, farm papers, radio, and outdoor advertis-

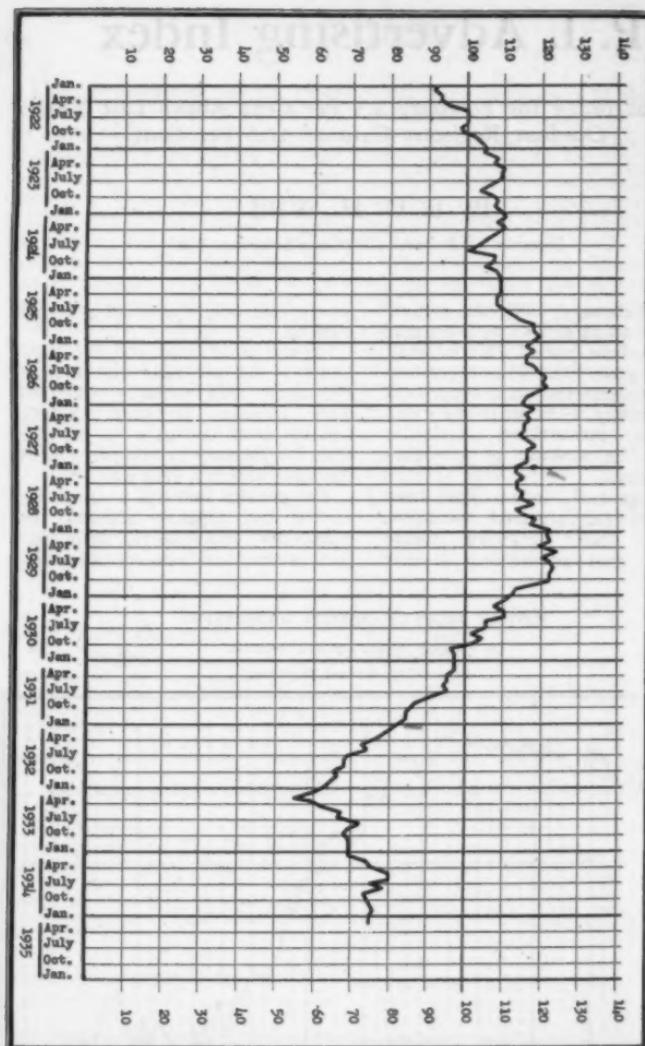
## MONTHLY INDEX OF OUTDOOR ADVERTISING

100 = MONTHLY AVERAGE 1928-1932 INCLUSIVE

Corrected For Seasonal Variation



Mar. 28, 1935



ing, which have been appearing in PRINTERS' INK. For an explanation of the construction of this index, see PRINTERS' INK of February 14, 1935.

## Outdoor Index

The outdoor index for February is 48.2, which represents an increase of 5.9 per cent over January, when it stood at 45.5. Normally there is

little change in outdoor advertising for February as compared with January, so that the increase in February represents a gain that is not usually expected in that month. The seasonal pick-up for the medium does not begin until the month of March.

The outdoor index also shows an increase of 12.6 per cent over February, 1934.

THE JOURNAL OF CLIMATE

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30 Rock  
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# ★ ★ ★ AMONG THE STARS ★ ★ ★ 1935 ADVERTISING LEADERS

JANUARY LEADERS			FEBRUARY LEADERS				
Position	Paper	Total Lineage	Gain Over 1934	Position	Paper	Total Lineage	Gain Over 1934
1.	WASHINGTON STAR	1,494,843	90,144	1.	WASHINGTON STAR	1,481,646	100,676
2.	NEW YORK TIMES	1,440,597	52,394	2.	MIAMI HERALD	1,320,333	258,843
3.	MIAMI HERALD	1,388,779	380,969	3.	DETROIT NEWS	1,273,134	134,536
4.	CHICAGO TRIBUNE	1,291,307	72,298	4.	NEW YORK TIMES	1,272,082	38,437

Telegrams from Southern Publishers quoting Advertising lineage for the month of February show, OF COURSE

## The Miami Herald AGAIN..First In the South!

### COMPARISONS

MIAMI, FLA.	( <i>HERALD</i> )	Morn. and Sun.	( <i>First In Florida</i> )	LINES
NEW ORLEANS, LA.	( <i>Times-Picayune</i> )	Morn. and Sun.	( <i>First In Louisiana</i> )	1,320,333
DALLAS, TEX.	( <i>Times-Herald</i> )	Eve. and Sun.	( <i>First In Texas</i> )	965,113
MEMPHIS, TENN.	( <i>Commercial-Appeal</i> )	Morn. and Sun.	( <i>First In Tennessee</i> )	900,704
LOUISVILLE, KY.	( <i>Courier-Journal</i> )	Morn. and Sun.	( <i>First In Kentucky</i> )	801,864
RICHMOND, VA.	( <i>News-Leader</i> )	Eve. Only	( <i>First In Virginia</i> )	793,731
ATLANTA, GA.	( <i>Journal</i> )	Eve. and Sun.	( <i>First In Georgia</i> )	721,406
BIRMINGHAM, ALA.	( <i>News</i> )	Eve. and Sun.	( <i>First In Alabama</i> )	677,306
LITTLE ROCK, ARK.	( <i>Gazette</i> )	Morn. and Sun.	( <i>First In Arkansas</i> )	612,066
Oklahoma City, Okla.	( <i>Oklahoman</i> )	Morn. and Sun.	( <i>First In Oklahoma</i> )	529,800
CHARLOTTE, N. C.	( <i>Observer</i> )	Morn. and Sun.	( <i>First In N. Carolina</i> )	505,106
JACKSON, MISS.	( <i>Clarion-Ledger</i> )	Morn. and Sun.	( <i>First In Mississippi</i> )	491,218
GREENVILLE, S. C.	( <i>News</i> )	Morn. and Sun.	( <i>First In S. Carolina</i> )	342,958

And—The February, 1935, Circulation of THE MIAMI HERALD Was the Largest February Circulation In Its History!

A good newspaper always prospers when its trading area is prosperous. Metropolitan Miami is a Prosperous Community.

First for Fourteen consecutive years in Advertising and Circulation in the Miami Territory.

Member Audit Bureau of Circulations

## The Miami Herald

### National Representatives:

J. P. MCKINNEY & SON  
30 Rockefeller Plaza, New York  
748 Market Street, San Francisco  
100 N. Michigan Avenue, Chicago

### FLORIDA'S MOST

IMPORTANT  
NEWSPAPER

### Southern Representative:

GEO. M. KOHN, Inc.  
908 Walton Building  
Atlanta, Georgia



FRANK B. SHUTTS, Publisher



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# Higher Mathematics

A STUDY of current food and drugs legislation reminds I. W. Digges of a remark made by Daniel Webster in his last speech before the United States Senate. Answering the remarks of some who contended that the Federal Constitution should be ignored, Mr. Webster said: "They deal with morals as with mathematics, and they think what is right may be distinguished from what is wrong with the precision of an algebraic equation."

Mr. Digges, member of the New York and Virginia Bars, as he contemplates the food legislation and other extra-constitutional concepts of Federal authority, concurs in the views of Mr. Webster.

"The Bar, as a whole," he said in an address before the Committee on Commerce of the American Bar Association, "is becoming restive of that theory of government which results in microscopic-

minded bureaucrats having the power of differentiation between right and wrong as with the precision of an algebraic equation, and the Bar is coming to feel that such power of differentiation more properly belongs in the hands of those who are better versed in the art of higher mathematics.

"Some of the proposals at Washington, relating to the regulation of foods and drugs, would seek to perpetuate in permanent legislation current theories of emergency legislation, with a corresponding delegation of legislative authority and an inordinate expansion of the usual sphere of executive activity. These proposals are based upon the misconceived notion that the Congress may enact, and bureaucrats may enforce, legislation which not only covers transactions in interstate commerce but transactions which they think may affect interstate commerce."

## Mullaney Heads New Group

B. J. Mullaney, vice-president of the Peoples Gas Light & Coke Company, Chicago, heads the newly formed public relations clinic which has been organized in Chicago to study various problems of public relations work. Ralph MacManus, Armour & Company, was elected vice-president; J. E. Bulger, Chicago Motor Club, secretary-treasurer, and Conger Reynolds, Standard Oil of Indiana, and John B. Reynolds, Cement Institute, members of the executive committee.

## Larger Campaign on Carpets

The campaign now being conducted by the Alexander Smith & Sons Carpet Company, Yonkers, N. Y., is the largest it has sponsored on its broadloom carpets. Bleed pages in four colors are being used in seven magazines. Supplementing this a large list of business papers is being used. Anderson, Davis & Platte, Inc., is directing this account.

## More Newspapers to Be Used by Mavis

V. Vivaudou, Inc., New York, report that advertising plans for Mavis talcum in 1935 call for the use of seventy newspapers. This represents an increase of 100 per cent over the number used in 1934.

## Four A's to Meet

The American Association of Advertising Agencies will hold its annual meeting at the Greenbrier, White Sulphur Springs, W. Va., from April 11 to 13. On April 10 there will be a meeting of the board of directors. Sessions on April 11 will be open to members only. Members and guests will attend the sessions on April 12, which will be followed by a formal dinner. A golf tournament will be held on April 13, foursomes being made up of two agency men and two guests.

## J. E. Cook with Soss

J. Edward Cook has been appointed assistant to the sales manager and buyer of printing and advertising material for the Soss Manufacturing Company, Roselle, N. J., invisible hinges for automotive and furniture manufacturers. He formerly was with Abraham & Straus, Brooklyn, N. Y.

## Death of G. S. Broughton

George S. Broughton, executive head of the Broughton Advertising Service, Chicago, died at that city last week, following an appendicitis operation. For seven years he managed the copy service in Chicago of *The Drygoods Economist*, *Drygoods Reporter* and associated publications.

# Those Linage Figures

Why 88 Representative Cities Were Chosen to Show Activities of 300 Leading Newspaper Advertisers

R. J. POTTS & COMPANY  
KANSAS CITY, MO.

*Editor of PRINTERS' INK:*

In connection with the tabulation of the 300 largest newspaper advertisers for 1934, which appears on page 77 of the February 28 issue of PRINTERS' INK, would you kindly explain the figures in the columns headed "Cities"?

For example, the tabulation shows that the Standard Oil Company of Indiana during 1934 used 2,008,326 lines in fifteen cities. As a matter of fact, this advertiser used several hundred papers, so it is evident that your tabulation applies only to cities of certain populations rather than being a complete total of the number of lines used in all newspapers.

I am inclined to believe that this summarization is confined to cities of 100,000 population or more, but as this explanation is not made on page 77, I would appreciate your advising exactly upon what basis these cities were selected. A prompt reply will be greatly appreciated.

J. B. WOODBURY.

THE figures of the 300 largest newspaper advertisers published in PRINTERS' INK, of February 28, March 7 and March 14 were prepared for PRINTERS' INK by Media Records, Inc. The statistics covered eighty-eight cities which were selected to give the advertiser a good picture of conditions in general.

Not all cities are of more than 100,000 population, although out of the first fifty cities of the United States in population according to the Census of 1930, only six cities are not checked. In each of these cities there are definite reasons why the information is not available.

As has been explained in the past when these figures have been

published, it is statistically impossible to check the volume of all newspaper advertising with the means and organization available. The eighty-eight cities chosen, however, are so thoroughly representative of conditions generally that the figures give an excellent picture of the relative standing of volume and linage of newspaper advertisers.

This year for the first time PRINTERS' INK was able to show a comparison between the linage of the 300 advertisers in the cities checked during 1934 and 1933.

The following cities were those checked:

Akron, Ohio; Albany, N. Y.; Albuquerque, N. Mex.; Atlanta, Ga.; Atlantic City, N. J.; Baltimore, Md.; Birmingham, Ala.; Boston, Mass.; Buffalo, N. Y.; Camden, N. J.; Chattanooga, Tenn.; Chicago, Ill.; Cincinnati, Ohio; Cleveland, Ohio; Columbus, Ohio; Dallas, Tex.; Dayton, Ohio; Denver, Colo.; Des Moines, Iowa; Detroit, Mich.; Easton, Pa.; El Paso, Tex.; Erie, Pa.; Evansville, Ind.

Fall River, Mass.; Fort Wayne, Ind.; Fort Worth, Tex.; Freeport, N. Y.; Glens Falls, N. Y.; Harrisburg, Pa.; Hartford, Conn.; Houston, Tex.; Indianapolis, Ind.; Jacksonville, Fla.; Jamestown, N. Y.; Knoxville, Tenn.; Los Angeles, Calif.; Mamaroneck, N. Y.; Manchester, N. H.; Memphis, Tenn.; Milwaukee, Wis.; Minneapolis, Minn.; Montreal, Que., Canada; Mount Vernon, N.Y.

Nashville, Tenn.; Newark, N. J.; New Orleans, La.; New Rochelle, N. Y.; New York, N. Y. (including Brooklyn, N. Y.); Niagara Falls, N. Y.; Oakland, Calif.; Oklahoma City, Okla.; Omaha, Nebr.; Ossining, N. Y.; Peekskill, N. Y.; Peoria, Ill.; Philadelphia, Pa.; Phoenix, Ariz.; Pittsburgh, Pa.; Port Chester, N. Y.; Portland,

Oreg.; Providence, Rhode Island. Reading, Pa.; Richmond, Va.; Rochester, N. Y.; Salt Lake City, Utah; San Antonio, Tex.; San Diego, Calif.; San Francisco, Calif.; Seattle, Wash.; Sioux City, Iowa; South Bend, Ind.; Spokane, Wash.; St. Louis, Mo.; Syracuse, N. Y.

• • •  
N. Y.; Tacoma, Wash.; Tarrytown, N. Y.; Toledo, Ohio; Toronto, Ont., Canada; Trenton, N. J.; Tulsa, Okla.; Washington, D. C.; White Plains, N. Y.; Wichita, Kans.; Wilkes-Barre, Pa.; Worcester, Mass.; Yonkers, N. Y.; Youngstown, Ohio.

### Start Premium Service

Douglass-Bergey & Co., Inc., has been organized as a service to supply buyers of premiums and to represent manufacturers in the sale of their products for that purpose. Officers are Raymond W. Douglass, for the last ten years with *Premium Practice*, president; Joseph R. Bergey, who has conducted his own novelty business, vice-president; Forrest W. Stewart, president of the Pencil Specialty Company, Hoboken, N. J., secretary, and H. R. LeRoy, president of the Pencil Supply Company, treasurer. Headquarters will be at 4332 Hudson Boulevard, Union City, N. J.

### Roper Heads Acme Machine Sales

Church Roper, sales manager for the last five years of The Ray Day Piston Corporation, has accepted the position of sales manager of The Acme Machine Products Company, Muncie, Ind. An advertising and merchandising campaign is planned for the Acme line of Ford parts.

### Elected Director of Penney

F. W. Binzen has been elected to the board of directors of the J. C. Penney Company to take the place of C. E. Dimmitt, who resigned on account of ill health. Mr. Binzen has been with Penney since 1926 and for the last five years has been merchandise manager.

### Delco Advances Faurie

George W. Faurie is now manager of sales education of the Delco-Heat division of the Delco Appliance Corporation, Rochester, N. Y. He had been assistant manager.

### Has Trust Company Account

The New York office of Jerome B. Gray & Company, Philadelphia agency, has been appointed to direct the advertising of the Worcester County Trust Company, Worcester, Mass.

### Transferred by "American Builder"

Joseph B. Mason, who has been managing editor at Chicago of the *American Builder*, has been appointed Eastern editor and will make his headquarters at New York.

### Lieuallen with Izzard

J. W. Lieuallen, formerly advertising manager of the Moscow, Idaho, *News-Review*, has joined The Izzard Company, Seattle agency, as account executive. He will remain in Moscow for the present, giving special attention to the advertising of "Psychiana," a movement founded by Dr. Frank B. Robinson, which has its headquarters in that city. Mr. Lieuallen will maintain a service office for The Izzard Company in the Psychiana Building for other accounts in the Idaho and Eastern Washington territory.

### Join Detroit Agency

The following additions have been made to the staff of the Charles A. Mason Advertising Agency, Detroit: Rockwood N. Buiard, formerly general manager of the Holrib division of the Detroit Steel Products Company; Ralph Wallis, formerly with the Detroit *News*, and Winifred Maurer, previously with Smith-Kasson & Company, Cincinnati.

### With Milprint Products

Joseph H. Williams has been appointed sales promotion manager of the Milprint Products Corporation, Milwaukee. He was formerly with the Wisconsin Cuneo Press, Inc., and Cutler-Hammer, Inc.

### Agency Has Aviation Division

The Lee Advertising Agency, New Haven, Conn., and New York, has organized an aviation division, in charge of Grove Webster, creator of the "Airport Directory." He will continue his work with the "Directory."

### Rylander Adds to Staff

James W. Gillen, formerly with the Stevens, Davis Company, Chicago, has been added to the sales organization of The Rylander Company, Chicago direct-mail advertising firm.

### H. S. Howard Elected

H. S. Howard has been elected president of the American Home Products Corporation. He succeeds T. E. Caruso, resigned.

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# BOY! WHAT A DAY -- WHAT A THRILL -- THAT FIRST SET OF CLUBS -- FATHER'S GIFT -- UNFORGETTABLE THE AGE OF IMPRESSION



What well-known advertising man had this thrill? The first correct answer, mentioning Printers' Ink, wins a dozen Dunlop Golf or Tennis Balls.

Yes, that water hole is the Erie Canal—Rochester, the city. Time, the late nineties. Age 10 years—even then going strong, headed for that executive office in New York, a member of a prominent agency with a large name and a lot of initials, who somehow finds time to write authoritative books and articles on advertising and sales—

This boy market is a big, important market, a market that while appreciated by many advertisers, is understood by only a few. For instance, only 40 per cent of the families in this country have children under 10 years of age—only 60 per

cent have either boys or girls under 20—and—only 18 per cent of our families have children, boys or girls, of the Impressionable Age—10 to 18 years.

These boys can best be reached through their favorite magazines—they are cover-to-cover readers—they read the small-type of advertisements—they want information—they are responsive—they are buyers and they are salesmen. They sell Dad and he buys. Popularize a product among the favored boys and its popularity will spread like wild-fire and customers will be made for life.

There is the cream of every market. Eight hundred thousand copies of their favorite magazines are read each month by about 2,400,000 boys. The Open Road for Boys contributes 825,000 readers each month.

## THE OPEN ROAD FOR BOYS MAGAZINE

729 Boylston St., Boston • Chanin Bldg., New York • 307 Michigan Ave., Chicago  
NELSON J. PEABODY, Advertising Director

THE BOY IS STILL THE FATHER OF THE MAN!

# Co-op Movement Has Rapid Growth in Europe

Ever since the twenty-eight weavers of Rochdale set up their first experiment in the co-operative society, co-operatives have been a topic of economic study. During the last few years there have been numerous efforts to push the movement in this country. Certain industries have already felt its force. Whether this will be extended or not depends upon a great many factors. However, because so many advertisers are interested in the subject, the following excellent summary of consumer co-operation in Europe reprinted by permission of *The New Republic*, where the article originally appeared, will be of interest.

By Meyer Parodneck

IT is news to most Americans that one hundred million consumers all over the world are members of the Consumers' Co-operative Movement, united through the International Co-operative Alliance. Many Americans are startled by the revelation that the largest business in England is the Co-operative Wholesale Society and that one-seventh of all the goods consumed in England is sold by the co-operative societies.

The history of the development of the economic branch of the people's struggle reads like a fairy tale, beginning with the puny efforts of the twenty-eight poor weavers of Rochdale, leading up to the present-day development where the consumers' co-operative societies in many places throughout the world are the soundest and the most efficient business organizations in their respective communities. During the last ten years, when profit business has been closing its factories, discharging employees and cutting wages, the co-operatives have steadily opened new factories, employed more people and produced better goods at competitive prices.

Scotland is the home of the oldest existing co-operative societies, some being over one hundred years old. Driving through the streets of Edinburgh, Glasgow and the many small towns and villages, the

co-operative shops immediately loom up as the largest and finest establishments in each place, but the real treat for the visitor comes when he reaches Shieldhall, in Glasgow, the center of the productive works of the Scottish Co-operative Wholesale Society. Here are concentrated a boot and shoe factory, a jam factory, printing works, motor coach works and a variety of other enterprises, employing over 4,500 workers who produce goods exclusively for sale by the member societies.

Coming from Glasgow to Manchester, we find a repetition of the Scottish story on a highly magnified scale. Manchester is the headquarters of the Co-operative Wholesale Society, which, from its humble beginning, in 1864, has now reached a point where its capital is \$54,000,000 and annual sales over \$415,000,000.

In Denmark, consumer co-operation is practically universal in the agricultural area. Although Denmark has suffered severely as a result of the creation of international barriers, which have limited the markets for its agricultural products, the consumers' co-operative movement has forged steadily ahead, and is now creating new productive works, employing more people and increasing its turnover. It is not unlikely that Denmark's economic salvation will come

through the rapid growth of the co-operative industry that has been made necessary by the rapidly contracting agricultural market.

Probably the most startling development is to be found in Sweden. Here, consumer co-operation, although very young, is rapidly expanding. The present movement can be said to be only twelve years old. The Swedish co-operatives are unlike the English in that they do not carry so large a variety of goods. Until recent years they dealt exclusively in foodstuffs, but now they operate factories making boots, shoes, overshoes, electric lamps and automobile tires. The Stockholm Society alone operates 341 shops in that city—the most modern and beautiful stores in Stockholm. The new headquarters building of the Stockholm Society is a structure that architects and engineers from all parts of the world come to see. The weekly publication of the K. F. (the Swedish Wholesale Society and Educational Agency) is the most widely read periodical in Sweden.

#### Emphasis Is Placed on Educational Work

The Swedes are building on a sound foundation. Considerable attention is paid to educational work. They maintain a fine educational institution at Saltsjöbaden, where courses are given for managers, committee members, shop assistants and officials of the movement. At this school not only co-operative philosophy is taught, but technique of management, salesmanship and window display. Esthetic considerations are stressed, color combination and design play an important part in the technical courses.

In addition to this resident institution, the K. F. operates a correspondence school which is open to anyone interested. This school has an enrolment of over seventy-five thousand persons. The educational program also includes about a thousand study groups in economic and co-operative subjects, using special text-books published by K. F. It is also interesting to note that the most widely circulated handbook on economics was pub-

# GOOD COPY

**is more  
frequently  
built  
than  
just written.**

**HAWLEY  
ADVERTISING  
COMPANY  
INC.**

**95 Madison Ave.  
New York City**

lished by K. F.'s publishing department.

In Finland the movement is divided into two distinct groups—the agricultural and the urban. Both are about equal in membership and in volume of business transacted. Here, too, as in Sweden, the co-operatives are building with vision and efficiency. The Finns, like the Swedes, have reached the point in co-operative development where they can safely disregard the policy of selling goods at the prevailing market price. The co-operatives set the price at a point that is unattractive to private trade.

The result of this policy is that dividends on purchases are much lower than in England, but the benefits derived are nation-wide. In the city of Helsingfors, the Elanto Society and the O. T. K. (urban movement's wholesale society) dwarf all other enterprises. The finest commercial structure in the city is the beautiful ultra-modern central offices of the O. T. K. The Elanto Society has not only constructed modern dwellings for its workers and provided week-end resorts, but it also maintains an island where a nursery school is conducted for children of mothers employed by Elanto. It should be noted that consumer co-operation has no political opposition in Finland.

After leaving Sweden and Finland, one feels that the co-operative achievements of these countries would be hard to match, but upon examining what has happened in Russia within the last few years the conclusion is inevitable that the possibilities of expanding co-operation are greater still. Membership in consumers' co-operatives has grown from 37,000,000 in 1930 to 71,000,000 in 1934, and share capital has increased in the towns from 88,000,000 rubles in 1928 to 636,000,000 rubles in 1933, and in the villages from 94,000,000 rubles in 1928 to 1,140,000,000 rubles in 1933. Unquestionably, the amazing

growth of consumer co-operation in Russia is due to the favored position in which the co-operatives have been placed in recent years in the Soviet State. The co-operatives have achieved a virtual monopoly in the field of distribution, in the production of baked goods and in the operation of vegetable farms.

In the U. S. S. R., as elsewhere, the co-operatives have established their supremacy by virtue of efficiency and technique. The average stock of goods in co-operative stores has been reduced by half, from 1929 to 1934, and the retail turnover has increased 200 per cent in the villages and 100 per cent in the towns in the same period. The growing efficiency of the movement in the U. S. S. R. is further demonstrated by their success in reducing administrative expenses from 19 per cent of the total expenses in 1932 to 15 per cent in 1934, accompanied by an enormous growth in size and volume.

The relationship of the Russian co-operators to those in other countries is especially interesting because of the difference in political orientation. The Russian wholesale society, Centrosoyus, has been very active in fostering international co-operative trade, and it is reported that the trade between the English Co-operative Wholesale Society and Centrosoyus for the last year amounted to £3,000,000, or about \$15,000,000.

Centrosoyus has also been active in the International Co-operative Alliance and at the London Congress held in September, 1934, took a part in the activities of the Alliance commensurate with its position as the society having the largest membership and turnover.

The uniform success of consumer co-operation in the countries discussed, during the years that profit business has suffered its worst setback, would seem to indicate the power of consumer co-operation as a means of fighting the depression.



#### Joins Messinger Paper

Allan C. Muller has joined the Messinger Paper Company, Chicago, as manager of sales promotion.

#### With Toronto "Star"

Guy Ramsey, who has been with the *Toronto Globe* for some years, has joined the *Toronto Star*.

R. F. B.

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## Goodrich's Biggest Campaign

THE B. F. Goodrich Company, according to "The Goodrich Silvertown News," will put its greatest advertising and merchandising program in nearly sixty-five years of history behind the company's line in 1935.

Among the products to benefit from the campaign will be the leader, Golden Ply Silvertown, augmented by the Cavalier and commander lines, the Gold and Black and the Sea-o-matic tubes and the Electro-Park battery and companion lines.

Magazines, newspapers from coast to coast, a three-part talking picture for consumer audiences, a coast-to-coast radio hook-up over fifty-eight stations are among the major activities in the campaign.

\* \* \*

### Death of George French

Familiar to many through the numerous books on advertising of which he was the author, George French, died in Montreal, last week. Mr. French, who was eighty-two years old, was one of the founders of what is now The Advertising Club of New York. Before leaving New York some years ago to make his home with his son, Professor E. DeL. French, of the faculty of McGill University, he conducted classes in advertising and business at New York University and the Y. M. C. A.

Beginning his career as a newspaper man, Mr. French worked on dailies in Boston, Duluth and Providence. Later on he became business manager of the New York *Evening Journal*.

Mr. French was an honorary member of the Advertising Club of Montreal and one of the charter members of Publicity Lodge, No. 1,000, F. & A. M., of New York.

\* \* \*

### New Account to Lesan

The Handcraft Import Company, Handee self-adjustable play suits for children, has placed its advertising account with the H. E. Lesan Advertising Agency, New York. Displays, direct mail and business papers will be used. H. Kirschbaum is account executive.

\* \* \*

### R. F. Barnes Advanced

Ray F. Barnes, advertising manager of the Bucyrus, Ohio, *Telegraph-Forum*, has been named business manager. He succeeds Clarence H. Hoiles, who has joined the Santa Ana, Calif., *Register* as business manager.

\* \* \*



We now offer national service in the making and distribution of electros, stereos and mats. Our new foundry in San Francisco gives West coast distribution at the lowest possible cost.

While we emphasize the national character of our organization, our local service in five metropolitan areas assures you of electros of the highest quality whether your orders call for a single minimum electro—or a thousand.

For our plants are modern in methods and machinery, our workmen are skilled and our executives give their personal knowledge and care to maintain perfect service.

## TYPOGRAPHY - MATS ELECTROTYPE

### IN NEW YORK

Reilly Electrotype Co., Inc.  
Fine Screen Mat Corporation  
The Typographic Service Co.  
of N. Y., Inc.  
Independent Typesetting Co., Inc.

### IN DETROIT

Michigan Electrotype & Stereotype Co.

### IN CHICAGO

Lake Shore Electrotype Co., Inc.

### IN INDIANAPOLIS

Advance-Independent Electrotype Co.

### IN SAN FRANCISCO

American Electrotype Co.

Divisions of Electrographic Corporation  
216 East 45th Street, New York, N. Y.

this is not news:

Printers' Ink continues to have the largest identified net paid-in-advance circulation among national advertisers and advertising agencies of any publication in the world.

Its report shows nearly 50% more subscribers who are major executives (general managers or above) of firms who advertise, than any other publication in the world.

**But this is News!**

**It shows the largest *gain* in  
such circulation in the most  
recent statements.**

**When a champion breaks his  
record, that's news.**

# Gripes Versus Helps

Expert Surveys Situation and Is Almost Ready for Boycott on Free Display Material

By a Dealer Service Manager

ONLY about a third of the display cards and window posters which manufacturers distribute live long enough to do any good. Two out of every three dealer helps last only a day or two, or else wind up in the alley without even a chance to plug the merchandise they represent.

Having installed thousands of dealer helps I have resignedly come to learn that, while a fortunate few stick and get yellowed and fly-specked, the large share of them constitute a considerable waste of good cardboard. It makes me sad, in a professional sort of way, to return to a drug store two days after I have set up a shiny counter card near the soda booths and find somebody else's counter card where my card ought to be, in the words of Barnacle Bill, the Sailor.

The common complaints against dealer helps run something like this:

"Put that thing up in my store? Where, on the ceiling?"

"I've got too much of that junk around here now."

"Why don't they cut out some of that stuff and give me a break?"

"Take it over to Blank's (the largest store in town)"

"I sell it for 39 cents and it costs me forty. I wouldn't put that display up if it had a gold frame."

And so on, through a long list of "dealer gripes."

Outside of his store a retailer may be an Elk like any other Elk, or a deacon as good as the next deacon, but once behind his counter he is a dealer through and through, and thus subject to "dealer gripe."

Personally, I don't see what he has to kick about. He is his own boss, comes and goes as he pleases, and is in an enviable position to tell everybody to take a jump in the lake, a privilege which he sadly underestimates. But the fact

remains, he spends a certain amount of each day complaining or thinking up new complaints, and the reason for this is only a matter of conjecture. Some of my own best conjectures are:

1. He has been losing money, or at least not making much.

2. Many manufacturers whom he helped establish have played him dirty tricks.

3. Salesmen spoil him with flattery and obsequious solicitations.

4. Manufacturers deluge him with too many dealer helps.

5. Chain stores.

Arthur Little, writing on the subject "Dealer Helps That Don't," some time ago in *PRINTERS' INK*, put his finger on the problem: "The relationship between manufacturer and department store involves two distinct personalities; and although each is engaged in selling merchandise, their collateral objectives are different."

John W. Hubbell of the Simmons Co., in an answering article, "Dealer Helps That Help," supplied a sensible solution: "—it's the manufacturer's job to find out his relative place in the department-store scheme of things and adapt himself to it."

## Same Principles True for Small Retailer

Both were writing about department stores but the same principle holds true for the small retailer, the difference being an individual problem in department stores and a collective one in the case of small outlets.

One of the most prominent mistakes in preparing display material for drug, grocery, and hardware stores is to assume that this material is readily acceptable and will be arranged proudly within intimate distance of the cash register. It takes time and costs money; why

shouldn't a dealer appreciate it and make use of it?

The most tragic reason is that he already has more material than he can use. Actually, the dealer *condescends* to put displays in his store, no matter how effective they may be. He is very apt to vent some of his "dealer gripe" on dealer helps. There is no pleasure for him in acquiescing to donate a segment of his counter to your ballyhoo, but if he can think of a good reason to reject it, his day is substantially brightened. He is also liable to take lasting satisfaction in cutting up a card made from high grade, glazed stock, and using the back side for price markers.

Druggists are more intolerant than grocers, probably because they realize, if worst comes to worst, they cannot eat their stock, although the grocers can live a long time on theirs. Hardware dealers are the most receptive and genial, perhaps because they customarily run around in old sweaters and blue shirts and are therefore more comfortable than druggists and grocers, who are inclined to put on a little more dog.

The fact that most dealer helps are wasted does not mean that dealers are not vulnerable to a well-conceived display card, not too large, with plenty of color, or embellished with a good-looking girl or a fat, pink baby. There is something about a baby or a blooming girl on a counter card which causes even the most widely maligned manufacturer to appear innocent and worthy of co-operation.

One particularly successful display card was prepared about four years ago by a manufacturer of grape juice. Fresh cards of the same design are supplied from time to time, but I have frequently noted the original cards in poorer class stores—dirty and faded, but still doing duty. Dealers liked this

card because: (1) They had nothing against the manufacturer, outside of the fact that he was a manufacturer. (2) The card was small and colorful. It made your mouth water for grapes. (3) Grape juice is always in season.

The seasonal rule, although obvious, is often violated. There have been cod-liver oil and hot cereal cards introduced at the beginning of summer. Christmas time is usually taboo for anything except gift items. Last year a manufacturer of floor wax brought out an elaborate display about the latter part of November. Dealers were thinking of Christmas windows. They realized that no right-thinking husband would try to get away with hanging a can of floor wax on the Christmas tree, and the display, which would have been beneficial a few months later, was practically wasted.

I am by no means qualified to advance a remedy for the mortality among dealer helps, aside from the suggestion to check each one against "dealer gripes." Mr. Hubbell summarized things neatly when he said, "It is the manufacturer's job to find out his relative place in the store and adapt himself to it."

About eight years ago there appeared in PRINTERS' INK a series of "Letters from a Salesman to His Wife," in which the writer said, "If the company knew what every salesman knows about advertising matter sent out, we wouldn't get so much of this material."

Perhaps it would be a good idea to boycott all dealers for a while by not furnishing them with free display cards. But I have a good job now, putting these cards up, and wouldn't like to be left out in the cold. If the boycott goes through, I hereby submit my application to the A. N. A. for a job enforcing it.



#### Wayne Miller Appointed

Wayne Miller has been appointed publicity director of station KHJ, Los Angeles, and the Don Lee Broadcasting System. He has been identified with KFI-KECA for the last two years.

#### Regan with Calvert-Maryland

Marquis Regan has joined the Calvert-Maryland Distilling Company, New York, as director of marketing. He formerly conducted his own counseling service.

# How Business Can Cash In on Housing Act

(Continued from page 10)

the old fire horse—that smells the smoke, hears the gong and jumps any fence built around him in order to get in the race.

A few manufacturers recognized the opportunities from the very start. Notable among them was the American Radiator Company. It began by taking one whole newspaper page in each of twenty key cities, combining in the ad the story of its own products with the story of Federal Housing. Those ads brought from eight to ten times the inquiries the company had received from any previous advertising.

By continuing the policy of tying Better Housing in with its ads, that company has increased its business enormously, and does not hesitate to say that the increase is due to our program.

In other words, there is already plenty of experience from which the advertising agency and the publisher can draw examples to show that the business concern dealing in home building materials, etc., can vastly increase its volume by advertising—and by pointing out in its advertising that the concern stands ready to serve the property owners who are modernizing and the citizen who plans to build a new home.

## Local Papers Are Running Better Housing Sections

Local newspapers also have discovered that the Better Housing Program is big stuff for their advertising pages. At this writing more than 1,316 individual newspapers that are up on their toes are now running special Better Housing sections as a regular feature, and 4,407 of such special sections have been noted to date. During the last six weeks newspapers throughout the country have requested over 7,500 mats to tie in

their advertising with the Better Housing Program. One newspaper, the White Plains *Reporter*, is planning to run an eighty-page minimum section and a full page every Friday throughout the year. This is only one of many examples of the splendid co-operation of newspapers throughout the country. The money tills in the business offices of these 1,316 newspapers have tinkled to the tune of more than 27,000,000 lines of modernization advertising, most of which is new business.

While we have not completed a tabulation on modernization advertising in trade publications, other magazines, and on radio, we do know that these media have been getting their proportionate share of this new business.

## A Simple Argument to Produce Linage

In other words, during the seven months in which our program has been before the country, local publishers and local and national advertising agencies have brought all that new business to the daily and Sunday papers and to the trade publications with the simple argument:

"Every American community is organizing, or is going to organize, to make the Better Housing Program a big success. The people are going to modernize and repair their homes, which have been left to deteriorate throughout the five depression years. The home shortage, anywhere from 2,500,000 to 5,000,000 homes, is going to be built up to present requirements.

"The company which tells these builders what it can sell them, and why they should buy it, why it will make their homes or their business properties more serviceable, more durable or more beautiful, and at the least possible ex-

A N N O U N C E M E N T

---

**MR. LORRY R. NORTHRUP**

JOINS THE

CHARLES DANIEL FREY COMPANY

ON APRIL 1ST

**AS VICE PRESIDENT**

with a background of twenty-one years of  
merchandising and advertising, in asso-  
ciation with Batten, Barton, Durstine &  
Osborn; Erwin, Wasey & Co.; The Crowell  
Publishing Co.; The Chicago Tribune.

---

CHARLES DANIEL FREY COMPANY

CHICAGO

pense—that company is going to walk off with a lot of business which the American people are so rapidly organizing to create for somebody, the *somebody* who gets to the prospects with history and his goods."

That is the argument which the national advertising agencies have found effective with the manufacturers doing national advertising. It is the same argument which the newspaper publishers and local advertising agents have used, to golden effect, with the local builders and dealers in building supplies and the buyers and sellers of anything of any conceivable use in or about the home.

For those local builders and dealers every owner of a home or business property in need of modernization is a prospect. In many communities they have employed "Modernization Scouts" to survey the town and list every property offering even a chance of repair or renovation of any kind. Then

they have gone to the owners individually to sell modernization.

Just as every property owner of that sort is a prospect for the local dealer, so every dealer is a prospect for the local publisher or advertising agent. Sell him the idea that he can turn the prospects into profits by offering full knowledge of his line through advertising, and he promptly becomes an advertiser.

Not only does Better Housing bring tremendous markets to industry and merchandising, but it makes business certain for somebody. That, in its turn, makes advertising business for somebody else, business which goes to the publisher or advertising agent who gets out and hustles for it.

In closing, my advice to every dealer in advertising is: study the National Housing Act; for in that way alone can he develop 100 per cent all the business opportunities and advantages given him by the provisions of the Act.

## "Ask 'Em to Buy!"

*Printers' Ink Bureau,  
Washington, D. C.*

**A**DVERTISING and sales managers, who constitute an important part of the personnel of the Federal Housing Administration, are this spring putting advertising and selling methods into a campaign for "Selling Better Housing."

After six months of operation it was apparent that, in spite of the marked increase in building and repairing homes, the market in sight demanded unusual stimulus. Advertising and publicity alone were not enough. Organization of local committees was not enough. Somebody had to do a selling job with the ultimate consumer—get him to sign an order.

The logical "somebody" was selected—those involved in the sale of the merchandise, material and service used in the repair and modernization of properties, including builders, contractors, ar-

chitects, dealers, carpenters, plumbers. These men knew what a house needed. They also had a personal interest in finding work for themselves. They had proved to be the most successful salesmen of modernization during the last six months.

But they didn't—most of them—know how to sell. Too many were business takers, not business getters. So the FHA decided it must teach them to sell their own materials and services. The result is a big school, a series of intensive courses in salesmanship, sponsored by the Federal Government but manned by industry itself.

At the present time the industry division of the FHA is being split up into thirty-three key cities for the second stage of the schooling process, the first stage having been the preliminary schooling of the FHA staff in Washington. These thirty-three cities are training camps to pre-

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1935

FIRST ISSUE APRIL

TWENTY CENTS

May Guarantee 40,000 Net Paid



*What's  
this?*

The gay front cover of  
that gay new magazine

**MADEMOISELLE**

The National Class  
Publication for Young  
Women with Futures.

*Quick Facts*

Bound to come. Now it's here. This exciting new magazine in a fresh field.

Edited for smart young women—17 to 30—on their toes in interests—on the top in spending capacity. Giving them smart fiction, fashions, features. Treating their own pet subjects in their own sophisticated way. The only publication of its scope made to the measure of this special, feminine youth market.

*Quick Action*

If you're selling clothes, cosmetics, cigarettes or whatnot to the youth market, *Mademoiselle* offers you fast reaction, concentrated coverage, for \$5 per page per 1000 net paid readers.

Eager for new ideas, keen enthusiasts for new products, this is the group that puts speed in turn-over. This is the class that gets action for advertisers. Make a quick start with the next issue.

**MADEMOISELLE, INC. • • 485 Madison Avenue, New York, Plaza 3-2017**



## Minding Our Own Business— and doing it well!

NEW YORK newspapers (the selling influence in the great New York City market) collectively publish more advertising each year than the papers of any other city in the United States. There is nothing unusual about that. The first year (our records go back only to 1918 . . . sorry) The NEWARK EVENING NEWS, serving then, as it does now, a distinctly separate and very important part of the ABC metropolitan market, published more advertising than any New York newspaper in comparable issues (week-days only), it was unusual, without a doubt. But after fifteen years, this sort of thing ceases to be unusual; it becomes a habit. Obviously, it is the NEWS that rings the bell when the great North Jersey market must be swayed. No other newspaper published wields an influence to compare with it—not around here, anyway. Naturally, any schedule that appears in the NEWS talks to the whole market at one time—and at one cost, don't forget. The NEWARK EVENING NEWS is a good habit for your business to get.

## Newark Evening News

215-221 Market St., Newark, New Jersey. O'MARA & ORMSBEE, INC., General Representatives; New York, Chicago, Detroit, San Francisco, Los Angeles

pare field lieutenants who will go into 900 cities of the country for the training of men to do the actual selling to the householder.

Publicity is not sought for these clinics in sales methods, but the advertising directors of newspapers are invited to attend in order to get a line on advertising possibilities in connection with the selling campaigns that will eventually take place. The advertising director is told that more than twenty-seven million lines of advertising based on the Better Housing Program have been sold to date. The FHA will show him, too, how to do a better selling job.

Specialists in advertising will address these meetings. The "pattern" for an address worked out by the FHA is almost a course in advertising in itself. It defines advertising. It suggests what to do about newspaper, direct mail, circular distribution, movie-slide and radio advertising. It tells how to use the telephone and when. "Do not make calls between 11 and 12 a. m., and 5 and 6 p. m. Don't call before 9:30 in the morning. The best times are between 9:30 and 10:30 a. m., and between 1:30 and 2:30 p. m."

The direct-mail advertising of the Federal Housing Administration is getting more and more of the professional touch. Government pamphlets have been, with rare exceptions, too stereotyped. But the "Selling Better Housing" pamphlet marks a new "high" in printing by the Government Printing Office designed for commercial effectiveness. The text deals with methods of selling goods—direct, specific. There are salesmen's charts and tables for quick computation of how much a month a house owner must pay on the instalment plan. And this, by the way, is a definite boost by the Government of instalment selling. The book advises: "With interest definitely focused on some specific improvement or repair, mention the cost in terms of modernization credit. Mention it in terms of *so much per month*. (The italics are not ours.)

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paign is engraved in large type on  
the back page: "Ask 'Em to Buy!"

The FHA will continue its radio  
advertising of home repair and con-  
struction through the spring and  
summer. There are now four main  
broadcasts: "What Home Means  
to Me," is told by nationally known  
speakers at 12:15 p. m., Sundays.

"The Story of \$1,000," at 12:45,  
Wednesdays, follows the spending  
of the money for a home moderniza-  
tion job through the carpenter,  
electrician and other workers and  
shows how the original spending  
stimulates industry generally.

"The House Detective" reveals  
the thefts of comfort and good  
living self-imposed by failure to  
provide adequate housing facilities,  
going on the air at 11:30 a. m.,  
Thursdays. "Ruth Hubbard" comes  
on at 11:15, Friday, to introduce  
authorities on home and home prob-  
lems. In each case the air time  
is donated to the FHA.

It is expected that the spring  
drive to get people to buy moderniza-  
tion and home equipment will  
bring many individual corporations  
back on the air. American Radiator  
has its own program. Johns-  
Manville is said to be considering  
another housing series. Other  
broadcasters are expected to tie in  
with the FHA broadcasts:

• • •

#### Circulation Group Elects

George B. Moffett, Milwaukee Sen-  
ator, has been elected president of the  
Central States Circulation Managers'  
Association, which held its spring meet-  
ing at Chicago recently. He succeeds  
Jesse B. Birks, Decatur, Ill., *Herald-  
Review*. Frank K. White, Rockford,  
Ill., *Register-Republic* and *Star*, was  
named vice-president. C. K. Jefferson,  
Des Moines *Register-Tribune*, was re-  
elected secretary-treasurer.

• • •

#### Brisacher Has Shirt Account

Greenebaum, Weil & Michels, San  
Francisco, Crown Middy pajamas and  
Crown army shirts, have placed their  
advertising account with Emil Brisacher  
& Staff, of that city. A newspaper cam-  
paign will start in April.

• • •

#### Felsin Appoints Nagel

Felsin, Inc., East St. Louis, Ill., dis-  
tiller and rectifier, has appointed George  
C. Nagel & Associates, St. Louis, adver-  
tising agency, to direct its advertising.  
Newspapers will be used.

## New aids to PROFITS!

### HOW TO PACKAGE FOR PROFIT

By Carroll B. Larrabee

Managing Editor, Printers' Ink

An attractive package is a salesman  
who's always on the job! And here's  
a new, complete book that tells how  
to make the package sell. The latest  
developments in the packaging art  
are described by a nationally known  
authority on the subject. Indispensable  
to manufacturers and advertising men.  
Illustrated. \$3.50

### HOW TO RUN BETTER SALES CONTESTS

By M. Zenn Kaufman

Pop up your salesmen—step up your  
sales—with these selling contests out-  
lined in this book. The American Gas  
Association has ordered 200 copies  
to spur dealers of Electrolux to the  
wider use of well-run sales contests.  
Illustrated. \$3.50

### STRAIGHT THINKING

#### How to Solve Your Business Problems

By William J. Reilly

Whether it's market research, advertis-  
ing or other problems that come across  
your desk, there's the right way to get  
the profitable answer. This book tells  
concretely what are the steps to that  
right way. Illustrated by typical mar-  
keting problems of companies, which  
the author has helped to solve for  
them. \$1.75

**HARPER & BROTHERS** PI 3  
49 East 33rd St., New York, N. Y.

Please send me

HOW TO PACKAGE FOR PROFIT  
 HOW TO RUN BETTER SALES  
CONTESTS  
 STRAIGHT THINKING

I agree to remit \$..... within ten  
days of receipt of book(s) or return  
it (them). I enclose my check for  
\$..... Please send C.O.D.

Name.....

Address.....

Business Connection.....

# Chain-Store Sales for February

Company	February 1935	February 1934	% Chge.	2 Months 1935	2 Months 1934	% Chge.
*Sears, Roebuck (a)	\$23,147,066	\$20,395,895	+13.5	\$45,240,630	\$40,782,370	+10.9
Safeway (b) .....	20,281,505	17,508,289	+15.8	39,124,143	33,994,875	+15.1
F. W. Woolworth ..	18,218,936	17,860,960	+2.0	35,366,849	35,998,373	-1.7
*Montgomery Ward.	17,904,886	15,421,893	+16.1	35,323,038	30,200,647	+16.9
Kroger G. & B. (d)	17,537,536	16,692,181	+5.1	34,720,413	32,093,338	+8.2
J. C. Penney .....	12,038,869	11,741,900	+2.5	24,962,983	24,182,133	+3.2
American Stores (e)	9,418,804	9,074,434	+3.8	20,049,527	19,677,300	+1.9
S. S. Kresge .....	8,975,052	8,797,055	+2.0	17,463,475	17,621,876	-0.9
W. T. Grant .....	5,571,225	4,550,096	+22.4	10,736,891	9,382,657	+14.4
S. H. Kress .....	4,968,306	5,083,475	-2.3	9,730,032	10,189,992	-4.5
National Tea (f) ..	4,929,167	4,735,402	+4.1	9,317,043	9,079,690	+2.6
Walgreen (g) .....	4,633,592	4,079,749	+13.6	24,700,249	21,732,469	+13.5
J. J. Newberry .....	2,528,508	2,294,272	+10.2	4,873,535	4,655,038	+4.7
G. C. Murphy .....	1,890,864	1,584,436	+19.3	3,694,214	3,138,937	+17.7
Lerner Stores .....	1,837,678	1,587,856	+15.7	3,627,299	3,169,224	+14.4
Jewel Tea Co. (h) ..	1,450,683	1,276,473	+13.6	2,845,909	2,491,235	+14.2
Peoples Drug Stores	1,428,201	1,250,116	+14.2	2,895,159	2,572,252	+12.5
Melville Shoe (i) ..	1,421,024	1,290,858	+10.1	3,169,443	2,616,101	+21.1
Dominion Stores (j) ..	1,352,552	1,481,037	-8.7	2,579,162	2,854,148	-9.6
Neisner Bros. ....	1,054,094	988,901	+6.6	2,047,981	1,973,497	+3.7
Western Auto Supply	995,000	881,000	+12.9	2,109,000	1,752,000	+20.3
Edison Bros. Stores	867,472	682,623	+27.0			
Lane Bryant .....	727,597	773,387	-5.9	1,634,097	1,725,442	-5.3
Schiff Company (k) ..	566,614	515,157	+9.9	1,072,555	1,001,664	+7.1
Rose's Stores .....	241,914	199,429	+21.3	455,301	385,438	+18.1
M. H. Fishman ..	192,672	161,205	+19.5	357,699	316,006	+13.2

\*Includes both chain and mail-order sales.

(a)—4 wks. and year to Feb. 26.  
(b)—4 and 8 wks. ended Feb. 23.  
(c)—February and year to date.  
(d)—4 and 8 wks. ended Feb. 23.  
(e)—4 wks. and 2 mos. ended Mar. 2.

(f)—4 and 8 wks. ended Feb. 23.  
(g)—For February and first 5 mos. of current fiscal year.  
(h)—4 and 8 wks. ended Feb. 23.  
(i)—4 and 8 wks. ended Feb. 16.  
(j)—4 and 8 wks. ended Feb. 23.  
(k)—4 and 8 wks. ended Feb. 23.

## Number of Stores in Operation

	End of February		End of February		
	1935	1934	1935	1934	
Kroger .....	4,315	4,368	Melville Shoe .....	577	545
Safeway .....	3,257	3,265	W. T. Grant .....	465	457
Jewel Tea (Units) .....	1,553	1,490	S. H. Kress .....	232	231
J. C. Penney .....	1,474	1,462	G. C. Murphy .....	186	179
National Tea .....	1,238	1,269	Peoples Drug .....	117	113
S. S. Kresge .....	732	722	Neisner Bros. ....	84	79

According to a compilation made by Merrill, Lynch & Company, twenty-three chains reported a total of \$122,426,305 in sales for February, 1935, compared with a total of \$114,576,766 in sales for February, 1934, an increase of 6.85 per cent. Twenty-three chains for the first two months of 1935 reported sales of \$242,512,977, against \$229,592,316 for the corresponding two months of last year, an increase of 5.62 per cent.

Following is the percentage of change of the groups for February and two months of 1935 over the corresponding periods of 1934:

	February	2 Months
7 Grocery Chains .....	8.29% Inc.	8.44% Inc.
8 5-10 Cent Chains .....	5.03% Inc.	1.19% Inc.
3 Apparel Chains .....	3.55% Inc.	3.94% Inc.
2 Drug Chains .....	13.73% Inc.	11.66% Inc.
2 Shoe Chains .....	10.05% Inc.	17.25% Inc.
1 Auto Supply Chain .....	12.93% Inc.	20.37% Inc.
Total 23 Chains .....	6.85% Inc.	5.62% Inc.
2 Mail-Order Companies .....	14.61% Inc.	13.49% Inc.
Total 25 Chains .....	8.69% Inc.	7.48% Inc.

# AVAILABLE

## A MAN WITH A SUCCESS RECORD IN THE TOUGHEST FIELD IN THE WORLD

Can you use a man whose record proves him to be capable of sound, energetic sales leadership?

Please note the following qualifications:

*This man's record is well and favorably known in the drug trade.* His experience in merchandising, advertising and selling has been diversified and outstanding in the toughest field in the world. It has covered packaged medicinal products, cosmetics and sundries —twenty items that have succeeded against the most sinister type of competition.

He has directed the sale of nationally advertised products through the wholesaler and also direct to every type of retail outlet. He knows the chain and department store field in every market.

He has successfully directed large sales forces for two aggressive national companies and, in addition, is thoroughly conversant with every angle of the drug and cosmetic business.

This man has spent much of his time during the past seven years in the field contacting executives of chain store, department store and leading retail outlets. He knows how to handle cut-price situations; discount wars; the substitution evil, etc. From hard experience he knows how to wring the last drop out of your advertising appropriations.

He is capable of assisting you in the development of sales policies which will actually produce sales. He can get the trade with you.

He has personal qualities of leadership which will inspire your entire organization.

Such a man is available. If you want to check these statements, a note referring to this advertisement and setting a time for him to call will be sufficient. "D," Box 80, PRINTERS' INK.

# PRINTERS' INK

A JOURNAL FOR ADVERTISERS  
Founded 1888 by George P. Roselli

John Irving Romeo, Editor and President  
1908-1933

PRINTERS' INK PUBLISHING CO., INC.  
185 MADISON AVENUE, NEW YORK

ROY DICKINSON, President  
DOUGLAS TAYLOR, Vice-President  
R. W. LAWRENCE, Secretary  
DAVID MARCUS, Treasurer

G. A. NICHOLS, Editor  
C. B. LARRABEE, Managing Editor  
R. W. PALMER, Associate Editor  
ARTHUR H. LITTLE, Associate Editor  
BERNARD A. GRIMES, News Editor  
H. W. MARKET, Mktg. Readers' Service

EDITORIAL OFFICES  
Chicago, 6 North Michigan Avenue; Andrew M. Howe, Associate Editor; P. H. Erbes, Jr. Washington, 1208 Carpenters' Building; Chester M. Wright. London, 110 St. Martin's Lane, W. C. 2; McDougal Russell.

ADVERTISING OFFICES  
Chicago, 6 North Michigan Avenue; Gieve Compton, Manager. St. Louis, 915 Olive Street; A. D. McKinney, Manager. Pacific Coast: M. C. Mogensen, Manager. San Francisco, Los Angeles, Seattle, Portland.

Subscription rates: \$3 a year, \$1.50 six months. Canada \$4 plus duty \$2.60 a year. Foreign \$5.

NEW YORK, MARCH 28, 1935

## The Food Bill Fight

The fact that S. 5 has been reported out by the Senate Commerce Committee and recommended for passage, does not necessarily mean that the wars are over and that the bacon has been brought home.

It is true that Professor Tugwell went to the White House and, as is told in a story from PRINTERS' INK's Washington editorial office in another part of this issue, had a nice homey talk with the President. After this talk, the President released a statement urging the passage of an "adequate" food, drugs and cosmetic bill at the present session—timing the statement so it would fit in with the reporting out of the Copeland Bill and thus by implication accepting that bill as an Administration measure.

This was rather good politics of a sort and, if the Roosevelt honeymoon were still in progress, would

have been sufficient to clinch a victory for the academic bureaucrats of the Department of Agriculture. Perhaps it will yet; but there is going to be many a merry skirmish before this legislation is enacted.

Six Democrats voted against recommending the bill. Looked at in terms of committee membership, this is quite a lot of Democrats. Senator Clark, fighty Senator from Missouri who knows his law as well as his politics, is said to be planning a minority report.

Then the ladies and gentlemen of the House will have to be considered. In the House, where *hoi polloi* are alleged to rule supreme, the members are not so keen about the Department of Agriculture. Here the Mead Bill—better in some respects than the Copeland Bill—is the fair-haired child. Strengthened and re-introduced, it is getting some heavy support—and outside of the proprietary interests, too.

Speaking from a strictly reportorial standpoint, PRINTERS' INK believes that the measure which finally supplants the present law will be the Copeland Bill. Thus the Senator's name as its main sponsor will be handed down to posterity, if that means anything to him.

But wouldn't he have just as much honor if the measure as finally signed, sealed and delivered, would not give so much power to the Department of Agriculture?

This seems to be the view of the members of the House—including, perhaps, the "sons of wild jackasses" that Senator Moses used to talk about. Those sons of the soil—a name perhaps more accurate and certainly more dignified—do not like Secretary Wallace and his crowd at all.

Meanwhile, the merchandising of foods, drugs and cosmetics need not stop.

Let's keep right on with business as usual.

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**The Second Black Eye** Still burns, though feebly at times, the persistent hope that from these perturbed States common sense has not yet taken flight, and that Reason, though occasionally she sways, has not yet been toppled from her throne.

Nor can pessimism prove that the tiny flame, defying Nature, lives on without sustenance. True, there are eras of darkness in which, so it seems, not so much as a lightning bug illuminates our benightedness. But along comes a breath of sanity; and hope, rekindled from a struggling spark, flares anew.

Through the disordered pattern of our affairs there really runs a motif of rationality; and it comes to light in unsuspected and widely separated places.

Thus, hundreds of miles from Sands Point, which is on Long Island, a Federal court in New Orleans, which is the metropolis of the only one-man empire now tolerated on the North American continent, has just re-established the principle that our Government is a system of checks and balances.

Into the muddied waters of Louisiana statecraft, into the turbulent waters that are the Kingfish's own, a three-judge tribunal has just dropped the clarifying thought that our basic law, upon which was erected our democracy, still stands, and that no body-guarded whip-cracker, driving feeble political intellects to do his bidding, can long evade that basic law, or for a moment defy it.

Last week the three-judge court branded as unconstitutional—as intolerant to the State as to the Federal Constitution—Huey Long's hopeful tax of 2 per cent upon the gross advertising revenues of Louisiana newspapers that have dared to oppose him. And beyond that, the court's decision permanently enjoined the State authori-

ties against any attempt at collection.

And so from a washroom to a courtroom runs the bright and gleaming strand of intelligence. Where next, to our gratification and glory, may we expect it to appear?

#### Economically Minded

On Thursday night of last week, the Princeton Club of New York did a capacity business. Fred and Horace behind the bar worked under heavy pressure handing out lemonade and so on. There was no vacant seat in the main dining-room, the grill or any other place where dinner could be had.

What was all the excitement about? Were Huey Long, Father Coughlin and General Johnson staging a free-for-all? Were Sally Rand and Mae West teaming up in a display act?

No; the attraction was Dr. Edward W. Kemmerer, Professor of International Finance at Princeton. He had no stories to tell and no entertainment to inflict. But he did have something to say about the national debt, about inflation, about world finance—topics neither entertaining nor amusing, but with which he held the rapt attention of as many men as could shoe-horn their way into the Great Hall of the club.

Economics is the most entertaining subject and the greatest drawing card that can be offered not only to high-hat intellectuals (allegedly so, at least); it appeals with equal force to the common mine-run citizens, most of whom have more mental capacity than the boys in Washington are willing to credit them with.

People are thinking in economic terms these days—even university graduates. And this strengthens us in our conviction that the Patmans, the McCarrans, the Thomases and other radicals in Congress are not

going to be permitted to inflate the currency further and thus push the country a few steps nearer inevitable ruin.

**Niceties of Distinction**

Postcarding from Salt Lake City, Reader Fred L.

W. Bennett—who remarks, cryptically, "I take it you are not keen on items of this kind"—reminds PRINTERS' INK that Utah's new liquor-control law, which sets up State stores, prohibits the advertising of hard stuff but permits the brewers to do their best, or their worst, with beer.

Just why the otherwise thoughtful Mr. Bennett should conclude that news like this brings us pain we are at a loss to understand. Surely, as between a distiller and a brewer, we've never shown a prejudice. Utah may be biased; but in our view, and until one or the other shows himself unworthy, both boys are members of this club.

In view of the fact, that pretty generally, the legal act of repeal seems to have repealed, also, the moral laws whose invocation helped bring about Prohibition—and there is a subject for an essayist on the social scene—in view of that fact, we look with academic interest upon a distinction based upon comparative percentages of alcohol. But, of course, there are ethical lines too fine for all but the sharpest eyes to discern.

As to the Utah situation, we assure Mr. Bennett and all others that we don't feel hurt. In fact, if there stirs within us any sentiment at all, it's merely the misgiving that Utah, having gone into the retail business, may find herself in the unbalanced and uneasy position a delicatessen who, too jumpy about his customers' sensibilities, decides to advertise the potato salad, because it carries only onion, but *not* the salami, because the salami totes garlic.

**Careers for the Quints**

Thus far we've been virtually silent on the quintuplet situation. Having heard them in the news reels, we have felt confident that, in almost any emergency, *les Milles*. Annette, Yvonne, Emilie, Cecile, and that vivacious little cabbage that is named Marie could speak, adequately, for themselves.

But out of a tempestuous confinement of the Ontario Legislature—an uproarious labor in which the Liberals called the Conservatives hypocrites and the Conservatives called the Liberals liars—is born an act that, in effect, transfers the jet-topped little ladies' parenthood—and, no doubt, much to the monarch's surprise—to King George.

"We," explained Ontario's not-too-reticent Premier Mitchell Hepburn, "don't want the babies to be exhibited between some sword-swallowing act and a bearded lady on a Chicago midway."

And, of course, that policy on the part of a great Province deserves applause.

But the premier went on; and it is the postscript to his remark that moves us to sound across the border a note of warning. For the premier added:

"They can obtain money in other ways—from endorsing talcum powder and castor oil. You know what I mean."

Indeed, Mr. Hepburn, we do. Here in the States we know a great deal about endorsing. In fact, we invented it. And it is from the very depths of our experience that we admonish you as follows:

There are rackets that are worse than midways. And if your choice of careers for them is confined to two, then by all means pick the more honorable, and start training them now to grow beards and swallow swords, themselves.

## Newell-Emmett Company

*Incorporated*

*Advertising • Merchandising Counsel*

40 EAST 34TH STREET  
NEW YORK

### No Pre-Conceived Formula

Our departmental organization is so planned that service is built around each account to match its particular needs.

Factors of copy, art, research, and supplementary activities are drawn upon as the requirements of the account currently indicate.

The right proportion of these factors is assured each client by the Newell-Emmett policy of "tailor-made service."

**"NOT HOW MUCH, BUT HOW WELL"**

## The Little Schoolmaster's Classroom

IN his favorite hardware store the Schoolmaster was recently confronted by one of the most awkward and apparently senseless gadgets that it has ever been his good fortune to see. It had no particularly desirable shape and was filled with screws and nails and holes of various shapes placed with no apparent rhyme or reason. To top off its overwhelming illogicality there was a staple from which ran a brass chain and one end of it was painted a brilliant red.

It was impossible to overlook the gadget—and that, it turned out, was one of its many merits. It happens to be called the "Plastic Wood Demonstration Log" and its purpose is to convince everybody who sees it that they have a use for plastic wood.

This particular product is one of those omnibus creations which is good for almost anything. Like most creations of this kind it suffers from a mild skepticism on the

part of the consumer who doesn't think that it is possible for anything to be quite that serviceable.

Therefore the A. S. Boyle Company, Inc., manufacturer of the product, is furnishing dealers with a demonstration to show that it is a real wood in putty form, that it becomes hard and permanent, that it can be worked with any wood-turned tools, that it will hold nails and screws without chipping, that it is waterproof and weatherproof and takes paint perfectly.

The Schoolmaster, who was fascinated by its very homeliness, believes that this quality is going to make it more valuable. It has the appearance of being just what it is—a demonstration without the dolling up that so often goes with devices of this type.

Watsonville, Calif., needs a new Post Office. The Schoolmaster is convinced of this after reading the special Post Office edition of the



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Watsonville *Register*. Every line of text, every illustration, every inch of advertising in that eight-page section was for the purpose of obtaining a new Post Office. Local merchants to the number of thirty-six, in space of various sizes, all started out with the display lines, "Yes, Mr. Farley, Watsonville Needs a New Post Office Because. . . ." The number of cogent reasons advanced was equal to the number of advertisers.

This onslaught of advertisers, *en masse*, for the accomplishment of a single purpose may win the day. If Mr. James A. Farley is a reader of *PRINTERS' INK*—and at very least he ought to be—the Schoolmaster hopes this catches his eye: Watsonville needs a new Post Office.

• • •

The reasons for losing orders have been due to many causes but here is a new one. The facts are supplied by H. A. Gerlach, sales promotion department, The Marshall-White Press of Chicago.

This company handled an order for an out-of-town concern which was apparently well satisfied—so well satisfied, in fact, that correspondence ensued in regard to placing a second order. Finally, however, a letter came from the prospective customer with the news that the order was not going to be placed.

A letter from Marshall-White, expressing disappointment and courteously inquiring just why the order did not go through brought this reply:

"No fault of yours, whatever—maybe we should have let you do it. Anyhow there are always 'wheels within wheels,' as P. G. Wodehouse says, and the order went to the sweetie of one of our steno's at the equivalent price, in hopes that with added business he'll marry her and we'll be able to get a better steno to take her place. Sounds silly—if you'd rather have a pompously phrased reply, write your own."

That, in brief, is the reason why the order was lost.

• • •

From Class member J. F. Finne-

## Experienced Buyer WANTED

A prominent distillery company has opening in its New York office for an experienced buyer of printed matter, display material, labels, bottles and other supplies.

The person we seek should have experience as Director of Purchases in either the food, drug or other fields involving purchase of similar character.

This is a good opportunity for a man with the proper experience and integrity.

In your reply please be specific regarding your past experience, employment and salary expectations.

Our own staff has been informed of this advertisement.

Address "C." Box 79, Printers' Ink

## a clearing house of experience . . .

WHEN you need someone to serve in a sales, advertising or marketing capacity, *PRINTERS' INK* is a logical place to look.

Every issue contains advertisements outlining diversified qualifications and experience. A few minutes spent in looking over recent issues might easily uncover the right man for you; saving you time, money and trouble.

Should you desire to widen your choice in seeking your man, advertise in *PRINTERS' INK*. You will be rewarded with as fine a field of applicants to select from as you could possibly want. And the cost is low, too.

## New KIND of premium plan

- just adopted by 3 advertisers of national importance.
- involves NO premium cost, effort, or handling bother.

OFFER FREE, with purchases of your product, a coupon worth \$1.00, good for an individually-made \$1.35 Portrait Enlargement, in life-like colors, of your customer's favorite snapshot. Write for full details. New Process Studios, 47 East 21st St., New York.

## A HUMAN DYNAMO

wanted, experienced sales manager, to invest 4 weeks of his time in preparation for permanent professional job that should pay a minimum of \$750 per month. The business is Sales Education. The product has been tried and proven and is outstandingly successful. He must first learn the business and then hire and train men; investigate this "tremendous" opportunity for a really "big man." Address "A," Box 77, Printers' Ink.

## To Newspaper Publishers Representatives

I am interested in investing a modest sum in a Publishers' Representative Business with service. 15 years with one of the largest Publishers' Representatives gives me a fine acquaintance among advertisers and agencies, both East and West. Also know how to handle publishers. Will start with a modest salary. Address "B," Box 78, care Printers' Ink.

COMPLETE CONTRACTOR COVERAGE

**PRACTICAL**

In Response To a Demand  
by The Publishers of BUILDING SUPPLY NEWS

**BUILDER**

INDUSTRIAL PUBLICATIONS INC.  
CHICAGO

TORONTO  
MONTREAL  
WINNIPEG  
LONDON

GIBBONS KNOWS CANADA

REGINA  
CALGARY  
EDMONTON  
VANCOUVER

gan, comes the following letter: "Your story about the artful ad salesmen on the Japanese mosquito publications is highly amusing.

"But why look to the Orient for lessons in or breaches of sales etiquette? Are not our own American ways and wiles conspiring enough to get a laugh?

"Don't tell us that you are not familiar with the hands our ad men fear to bite. Surely you must be aware that stuff-shirted executives behind Utility mahogany—and under it, too—support innumerable rackets—or mosquito publications as they say in Japan.

"The heroic space solicitor in the great land of the free and the home of the brave does not have to carry a bomb. All he does is drop the hint that if money is not forthcoming by way of so-called advertising revenue there is no telling how angry the editorial powers-that-be may become about the way they're charging for electricity.

"I remember writing a vitriolic little editorial for one of these mosquito publications myself. It never reached a linotype machine, however, as Mr. Publisher got a nice fat contract from our utility octopus that same day.

"Mr. Schoolmaster: in the interest of fair-play why don't you illustrate a few of these cases on the Classroom blackboard sometime? Or, do your advertisers fear bombsHELLS, too?

"Why, 'the country is full of parasitical small-time and small-town publications taking people for suckers.'

"Just recently I ran across a case where a frock-coated gentleman belonging to that group who likes to be referred to as the 'better class' pulled a bombless bombshell stunt here in New Jersey. Of course, Jersey 'skeeters' are bigger.

"This sanctimonious politician gets chain-store copy in his little

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## Classified Advertisements

Classified ads cost seventy-five cents a line for each insertion. Minimum order five lines costing three dollars and seventy-five cents. Classified ads payable in advance.

First Forms Close Friday Noon; Final Closing Saturday

### EMPLOYMENT SERVICE

**UNEMPLOYED? DESIRE A NEW CONNECTION?** If unemployed, or seeking a new connection, write me. My plan of placement for executives and high-class individuals has been highly successful. No fees, no commissions. One small charge covers entire cost. Details free. Harold M. Norman, 700 Interstate Bldg., Kansas City, Mo. My recently published book, "How to Obtain the Position You Desire" will be included upon receipt of \$1.00. This sum will be credited to you if you desire to employ my services.

### HELP WANTED

Photographic salesman with active accounts can find profitable connection with one of America's foremost advertising and illustrative photographers. For interview, write Box 570, Printers' Ink.

**COMPTON & SONS, Lithographers**, want special representatives in every U.S. and export market for new Tuff-line super-fibre signs—exclusive franchises to established competent experienced men or sales organizations. Write or wire us 200 Locust Street, St. Louis, Mo.

**WANTED:** A man who *knows* Food Distribution from A to Z—a man who *understands* the marketing of Food Products— to serve as Merchandise Manager and Agency Contact. Experience absolutely essential. Write experience—references—salary expected in first letter. Box 572, Printers' Ink.

An opportunity of exceptional merit is open to experienced advertising men, especially those who have sold syndicate or specialty advertising.

This opportunity affords permanency with an established agency with unusual earnings under most liberal commission agreement.

Replies held in strictest confidence and should cover full qualifications.

Box 560, Printers' Ink.

### MISCELLANEOUS

**ECONOMIE!!** Reproduce Sales Letters, Price Lists, Diagrams, Illustrations, etc., inexpensively, \$1.50 hundred copies; add'l hundreds, 20c. Cuts unnecessary. Samples. Laurel Process, 480 Canal St., N. Y. C.

**WANTED:** Subscribers. Manila magazine soon to print U. S. section in Chicago. Subscribe \$3.50 yr. **PHILIPPINE FREE PRESS**, R. Bataycan, Adv. & Subscriptions, 212 W. Locust St., Chicago, Ill.

**Trade Paper and House Organ Editors!** We'll show you how to build reader interest, perhaps while cutting costs. Send copy your publication for expert analysis. "No obligation." Bartlett Service, Est. 1919, Boulder, Colo.

### POSITIONS WANTED

**Lawyer**—12 years experience all phases claim work, investigations, settlements, general casualty insurance, local correspondent. Cincinnati territory, part or full time. Box 577, Printers' Ink.

**Advertising sales promotion man** 15 years' experience, agency, publishing, direct mail, departmental; expert correspondent, assist or direct. Married, responsible references. Christian. Box 574, P. I.

**TRADE PAPER REP.**, 46, COVERS MID-WEST. WANTS ADD'L WORK ON PROFIT SHARE BASIS. MR. X, 4730 MALDEN ST., CHICAGO.

### ARTIST

with creative ability and commercial training; desires work. Willing to start at small salary. A-1 references. Box 573, P. I.

**Small New York Agency** can secure services of experienced resourceful young woman to handle production department. Can deliver man-sized service, maintain atmosphere of cooperation, and keep down overhead. Prime references. Box 575, P. I.

**EXPERIENCED ADVERTISING MAN**—32, college graduate, six years in present position as Assistant to Advertising Manager National food manufacturer in New York, seeks new position as Advertising Manager or as Assistant. Box 571, Printers' Ink.

**PROFIT BY EXPERIENCE**—Fourteen years selecting, training and directing the activities of salesmen, six years a successful territorial salesman with three large Nationally known companies—I have pioneered potential sales markets and revamped non-productive ones, have a selling knowledge of every important trade center from Maine to Texas. Extensive acquaintance with Wholesale Hardware, Mill Supply and National buyers. Complete business records and references upon request. If you are looking for General Sales Manager or District Manager with proven ability write Box 576, Printers' Ink, Chicago.

### CAUTION!

Applicants for positions advertised in PRINTERS' INK are urged to use the utmost care in wrapping and fastening any samples of work addressed to us for forwarding. We are frequently in receipt of large packages, burst open, in a condition that undoubtedly occasions the loss of valuable pieces of printed matter, copy, drawings, etc. Advertisers receiving quantities of samples from numerous applicants, are also urged to exercise every possible care in handling and returning promptly all samples entrusted to them.

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*No responsibility is assumed for any omission*

Advertising rates: Page \$135; half page \$87.50; quarter page, \$83.75; one-inch minimum, \$10.50; Classified, 75 cents a line, minimum order \$3.75.

glorified-circular yclept newspaper by intimating that the chain stores should be glad he heads the welfare board. . . . It seems that the little fellow doesn't get relief orders. Through this publisher's efforts and a conspiring legislature, misery money is being spent in a well-known group of chain stores. "Oh, well."

The Schoolmaster seriously questions the writer's statement that "the country is full of parasitical small-time and small-town publications taking people for suckers." No doubt there are more "parasitical publications" than ought to be allowed to exist, but the average small-town paper would be far better off financially if its owners were less ethical in their attitude. It is to the everlasting credit of American journalism that these small-time owners and editors carry on year after year in the face of tremendous discouragements.

No, Mr. Finnegan, let's not make a blanket indictment. Let's go after the parasites, but at the same time let's give full credit to the vast majority of publishers who do not descend to indecent methods.

\* \* \*

### New Addresses

The Copper & Brass Research Association, as of April 1, 420 Lexington Avenue, New York.

New York office of American Hosiery Company, 180 Madison Avenue, as of April 1.

New York office of The Bruce Publishing Company, Milwaukee, publisher of *The American School Board Journal*, *Hospital Progress*, etc., 330 West 42nd Street.

*Advertiser's Weekly*, of London, England, has opened a New York office at 420 Lexington Avenue.

The Lyle T. Johnston Company, St. Louis agency, 1706 Olive Street, that city.

Reynolds-Fitzgerald, Inc., New York, 515 Madison Avenue, that city.

\* \* \*

### Appoint Hartford Agency

General Distilleries Corporation, Hartford, Conn., and the J. M. Gross Company, manufacturer of women's apparel, both of Hartford, Conn., have appointed the Julian Gross Advertising Agency, of that city, to direct their advertising. General Distilleries will use newspapers throughout New England. The J. M. Gross Company will use business papers.

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# PRINTING RESPONSE-ABILITY

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No matter how many others he has served, no matter how long he has been in business, each printing order is a test of his ability to respond to the client's needs.

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